Main Line Reform Temple is a thriving Reform Jewish congregation rooted in community, lifelong learning, spiritual growth, and meaningful relationships. We serve individuals and families of all ages through worship, education, social action, and communal programming that reflects Jewish values and modern life.

Our Temple is a warm, welcoming, and vibrant center of Jewish life where people come to connect with Judaism, with one another, and with purpose. As we prepare to celebrate our 75th anniversary, we are seeking an experienced Marketing Director who will help shape and elevate our public presence, strengthen our brand, expand our reach, and position Main Line Reform Temple as a leading voice in Jewish communal life for decades to come.

Position Summary

The Marketing Director serves as the strategic leader of all marketing, branding, communications, and public relations efforts for Main Line Reform Temple. Reporting directly to our Executive Director, and working with our marketing. engagement and programming professionals, this role is responsible not only for communicating what happens at MLRT, but for helping define how the Temple is perceived both within and beyond our congregation.

The ideal candidate will develop long-term marketing strategies that unify the Temple's many programs, schools, and initiatives under one cohesive brand; increase community engagement; attract new audiences; strengthen relationships with local media and community partners; and help tell the story of MLRT in compelling and meaningful ways.

This position will play a central role in planning and executing marketing initiatives related to the Temple's 75th Anniversary celebration, while also creating a sustainable framework for future growth and visibility.

Key Responsibilities

Strategic Marketing & Brand Leadership

- Develop and implement a comprehensive multi-year marketing and brand strategy aligned with Temple priorities and future growth goals.
- Create a unified marketing vision that integrates the Temple, Early Childhood Education Center, Religious School, youth programs, lifelong learning, worship, social action initiatives, and fundraising efforts into one cohesive organizational identity.
- Identify opportunities to increase awareness, engagement, and participation among both current members and prospective community members.
- Establish measurable marketing goals and regularly assess effectiveness through analytics, audience insights, and engagement metrics.

- Serve as a strategic advisor to clergy, executive leadership, staff, and lay leaders on marketing initiatives and audience development.

Community Outreach & Audience Growth

- Develop strategies to engage audiences beyond the Temple's existing membership and traditional networks.
- Identify and cultivate relationships with community organizations, schools, businesses, and regional partners that can expand MLRT's visibility and impact.
- Create outreach campaigns that position MLRT as a welcoming destination for Jewish life, learning, worship, and community engagement.
- Develop initiatives to attract young families, unaffiliated Jews, interfaith households, and individuals seeking meaningful community connections.

Public Relations & Media Relations

- Build and maintain relationships with local, regional, and Jewish media outlets.
- Develop proactive public relations strategies that elevate MLRT's profile and highlight its leadership, innovation, programs, and community impact.
- Identify opportunities for earned media coverage, speaking engagements, thought leadership, and community recognition.
- Draft press releases, media statements, and key messaging as needed.
- Position Main Line Reform Temple as a trusted and visible voice in the greater Philadelphia Jewish and civic communities.

75th Anniversary Marketing & Legacy Planning

- Lead the development and execution of a comprehensive marketing and communications strategy for the Temple's 75th Anniversary celebration.
- Collaborate with clergy, staff, lay leadership, and anniversary committees to create a year-long campaign that celebrates MLRT's history, honors its legacy, and inspires future generations.
- Develop storytelling initiatives, historical features, special events promotions, community engagement opportunities, and legacy-focused campaigns.
- Ensure that anniversary initiatives contribute to long-term brand awareness, membership growth, and community engagement beyond the celebration year.

Content Strategy & Storytelling

- Create compelling written and visual content for newsletters, email campaigns, websites, social media, advertising, fundraising initiatives, and special projects.
- Oversee the congregational communications calendar to ensure strategic, coordinated messaging across all departments.
- Highlight stories, celebrations, milestones, and meaningful moments that showcase the richness and diversity of Temple life.
- Develop audience-specific messaging that supports engagement, participation, and organizational goals.

Digital Marketing & Communications

- Oversee website strategy, content management, and user experience.
- Manage email marketing platforms, CRM/database communications, and audience segmentation.
- Monitor digital engagement metrics and utilize data-driven insights to improve performance.
- Develop and implement digital marketing campaigns that support membership growth, program participation, fundraising, and community awareness.

Social Media & Creative Direction

- Develop and execute an integrated social media strategy that advances organizational goals and broadens audience reach.
- Ensure consistency of voice, messaging, visual identity, and branding across all platforms.
- Design and oversee creation of promotional materials, digital graphics, signage, publications, and campaign assets.
- Maintain and evolve Temple brand standards to reflect organizational priorities and future growth.

Qualifications

- Bachelor's degree in Marketing, Communications, Public Relations, Business, or a related field; Master’s preferred.

- 7–10+ years of progressive marketing, branding, communications, or public relations experience.
- Demonstrated success developing strategic marketing plans and audience growth initiatives.
- Experience building brands, increasing organizational visibility, and managing public relations efforts.
- Strong understanding of digital marketing, analytics, website management, email marketing, and CRM systems.
- Experience cultivating media relationships and securing earned media coverage.
- Exceptional writing, storytelling, and communication skills.
- Strong project management and organizational abilities.
- Ability to think strategically while also executing effectively.
- Collaborative leadership style with the ability to work across multiple stakeholders and departments.
- Understanding of Jewish communal life, synagogue culture, and nonprofit organizations is strongly preferred.
- Experience in faith-based, educational, nonprofit, or community organizations is a plus.
- Ability to work on-site is required

Compensation & Benefits

- **Salary:** $75,000–$80,000 (commensurate with experience)
- Comprehensive health benefits
- Paid vacation and holidays
- 403(b) retirement plan
- Professional development opportunities
- The opportunity to work in a mission-driven, warm, and collaborative community

Please provide a link to your digital portfolio with relevant examples.