

TITLE: Marketing and Communications Associate

REPORTS TO: Director of Marketing and Communications

POSITION DESCRIPTION: Sharsheret, the only national organization dedicated to addressing the unique needs of Jewish women, men and families facing breast cancer and ovarian cancer, is seeking a highly motivated Marketing and Communications Associate to join our dynamic, passionate and mission-driven team that values creativity, collaboration, and community impact. The Marketing Associate will support and implement strategic marketing initiatives to increase visibility, drive engagement, and enhance Sharsheret's brand presence across digital and print platforms.

RESPONSIBILITIES:

Social Media and Email Marketing Management

- Manage and grow Sharsheret's presence across all major platforms (Instagram, Facebook, LinkedIn, X)
- Develop, schedule, and publish engaging content that aligns with our brand voice and mission
- Develop a Tik Tok marketing plan and oversee its implementation
- Oversee and maintain Sharsheret's marketing and editorial calendar
- Develop and disseminate monthly e-updates and ongoing digital communications
- Monitor performance and engagement analytics to inform strategic priorities

Content Creation and Marketing Collateral

- Draft press releases and content for monthly e-updates, blog posts, and other digital assets
- Support the development of promotional materials for events, campaigns, and annual galas
- Assist in the production of print and online educational resources
- Collaborate with all Sharsheret teams (clinical, outreach, development, and marketing) to ensure consistent messaging across channels

Campaign Strategy and Execution

- Develop and support the implementation of educational marketing campaigns
- Contribute to the execution of the annual marketing plan
- Ensure grant objectives and reporting requirements are met as it relates to marketing

QUALIFICATIONS:

- Bachelor's degree in Marketing, Communications, or a related field

- 1–3 years of marketing experience (internships and volunteer roles included)
- Excellent written and verbal communication skills
- Proficiency in digital marketing tools (e.g. Google Analytics, Google Ads)
- Familiarity with social media and email management tools (e.g. Constant Contact, Hootsuite, Canva, etc.)
- Strong organizational skills and the ability to manage multiple projects in a fast-paced environment
- Passion for women’s health and an understanding of the Jewish community is a plus

TO APPLY:

Send resume and cover letter to resumes@sharsheret.org. No telephone calls please.
Extensive benefits package and salary (\$50,000 - \$60,000) commensurate with experience.