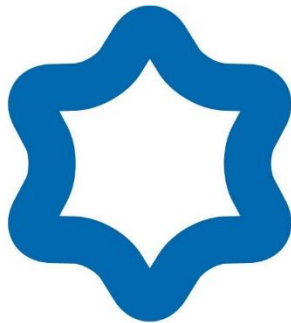


**Chief Marketing and Communications Officer  
Milwaukee Jewish Federation  
Milwaukee, Wisconsin**



**MILWAUKEE**  
JEWISH FEDERATION

Milwaukee Jewish Federation has partnered with Spano Pratt Executive Search to identify a Chief Marketing and Communications Officer. For a confidential conversation and to learn more about this opportunity, please contact Mike Milsted.

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## ORGANIZATION

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*Through the development of community-wide financial support, planning and allocations, the mission of the Milwaukee Jewish Federation is to care for the needs of the Jewish people and to build a vibrant Jewish future in Milwaukee, in Israel and around the world. In fulfilling its mission, the Federation is committed to the principles of Klal Yisrael (the collective unity of the Jewish people), tzedakah (the obligation to care for one another) and tikkun olam (improving the society in which we live).*

The Milwaukee Jewish Federation (MJF) is a cornerstone of the Jewish community, leading philanthropic efforts and representing the voice of the Jewish community in greater Milwaukee and Wisconsin. MJF raises more than \$20 million annually and manages more than \$200 million in assets through the Jewish Community Foundation, supporting organizations and initiatives locally, statewide and around the world. From security to antisemitism to Jewish life and education, MJF is responsible for taking care of the most important issues facing the Jewish community at any given moment.



The Milwaukee Jewish Federation changes lives, right next door and around the world, through a network of partners and its own direct services. Here are just a few highlights from the 2022-2023 fiscal year:

### Combatting Increased Antisemitism

- Responded to more than 100 antisemitic incidents in Wisconsin, a 494% increase since 2015.
- Expanded Holocaust Education Resource Center lessons to 96,075 children and adults in support of statewide education mandate.
- 3,000 students, 90% of whom are not Jewish, learned about the Jewish experience at Jewish Museum Milwaukee.
- Trained 840 Northwestern Mutual and Harley Davidson executives and employees on antisemitism and the Holocaust.

### Enhancing the Security of Jewish Wisconsin

- Trained 1,700 individuals across 23 organizations on safety and security.
- Secured \$1.3 million in federal security grants for local organizations.
- Provided grants to 28 synagogues for increased security during High Holidays.

### Supporting our Jewish Homeland

- Granted \$1.25 million to 950 victims of terror in Israel.
- 600,000 Israelis benefitted from programs supporting religious pluralism.

- Helped hundreds of Jewish college students and young adults experience Israel for the first time through Birthright Israel.
- Continuing into its 55th year, the Shlichut (Israel emissaries) program continues to foster connection to Israel through personal engagement.

### Enhancing Jewish Life in Milwaukee

- Graduated 16 new Weinstein Fellows, who joined 150 alumni in serving as local Jewish nonprofit volunteers and leaders.
- 534 students educated at our K-8 partnership schools.
- Over 1,200 children and teens attended summer camp at our partnership camps.
- More than 1,500 seniors supported with adult day services programs.

### Caring for Jews Everywhere they Live

- 20+ million hours of home health care provided to vulnerable Jews living in the former Soviet Union.
- Over 71,000 individuals received social service support every day in Europe, Asia, Africa and Latin America.
- Supplied 23,285 meals and 10,000 thermal blankets to earthquake survivors in Turkey.
- Supported 111 Ethiopian Jews in immigrating to Israel.



### POSITION PROFILE

The Chief Marketing and Communications Officer (CMCO) is responsible for the development, implementation, and assessment of public relations, marketing, and communications strategies that effectively advance the strategic priorities of the MJF and its leadership. The CMCO will provide leadership, vision, and guidance to leverage MJF’s key strengths, differentiators, and value proposition to raise awareness and visibility of the organization and its philanthropic and community engagement work. As a member of MJF’s leadership team, the CMCO will serve as an advisor to the CEO and Board to ensure MJF’s strategic focus is appropriately communicated inside and outside the organization.

### Essential Functions

- Develop and implement an integrated strategic communications strategy to advance MJF’s mission and goals, broaden awareness of its impact, and increase its visibility inside and outside of the Jewish community.
- Collaborate with leadership team and department heads to translate strategy into integrated communications plans.

- Ensure MJF's strategic focus is appropriately communicated in all outgoing materials, including donor, fundraising, partner agency, and general community communications.
- Ensure strategic use and ongoing evolution of all communications vehicles, including digital (website, social media) and print (Wisconsin Jewish Chronicle) platforms.
- Ensure consistent messaging and branding across organizational communications.
- Implement effective public relations, including sourcing relevant stories, promotion of major MJF accomplishments, and positive ongoing relationships with key representatives of the Jewish and general media.
- Serve as communications counselor to MJF and its programs and services.
- Facilitate MJF staff and lay leader communications by preparing talking points, speeches, presentations, and other supporting material as needed.
- Produce MJF's Annual Report.
- Manage marketing and communications department, including budget and staff.
- Define and track key performance indicators for marketing and communications activities.

## CANDIDATE QUALIFICATIONS

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### Education

- Degree in marketing, communications, or a related field.

### Required Experience, Skills & Abilities

- 10+ years of progressively increasing experience in marketing and communications; 5+ years in a senior leadership role with responsibility for leading a team; non-profit experience preferred.
- Engaging storyteller, able to use a variety of mediums to communicate priorities, goals and impact.
- Genuine interest in and connection with Jewish community; understanding of Milwaukee Jewish community preferred.
- Ability to combine executive-level strategic thinking with results-oriented execution.
- Ability to work well under pressure and adapt quickly to changing priorities.
- Outstanding relationship building and interpersonal skills.
- Solutions-oriented mindset.
- Ability to build, lead and motivate high-performing teams.

### Compensation Salary Range

- \$140,000 to \$160,000 plus a competitive benefit package.



## Location: Milwaukee, WI

In Milwaukee, you'll find urban living and a Midwest ambience combined to provide an ideal work-life balance for modern living. Short commute times, big city amenities, diverse and affordable neighborhoods, below average cost of living, an abundance of natural resources and a nationally recognized education system all come together during an unprecedented time of opportunity and growth. The Milwaukee Region is made up of five counties in southeastern Wisconsin that have a combined population of nearly 1.8 million people.

Sitting on the southwest shore of Lake Michigan, there are numerous beaches with their related activities such as canoeing, paddle boarding, beach volleyball, yoga, sandcastle-making contests, and fishing. Beach-front as well as inland parks cover more than 15,000 acres of land allowing city dwellers to enjoy greenspaces. If you prefer to watch professional sports, Milwaukee is home to the MLB Brewers and NBA Bucks.

Milwaukee is known for its festivals and food scene. The largest festival is Summerfest, a two-week music festival, which brings in close to 900,000 people from across the country to hear their favorite artists and bands. The Milwaukee food scene continues to grow with more options for exotic taste buds and wild appetites from James Beard award winners to Food Halls.

Milwaukee is home to the famous Milwaukee Art Museum, the Milwaukee Public Museum, Discovery World and The Betty Brinn Children's Museum. Milwaukee features an opera company, ballet, and a symphony. With over 15,000 theater seats, the Milwaukee Theater District ranks No. 1 in the United States for the highest number of theater seats per capita.

Greater Milwaukee has one of the most vibrant and inviting Jewish communities in the Midwest, with more than a dozen synagogues of all denominations, preK-12 Jewish education, myriad adult education options, and several kosher eateries.



<http://www.mmac.org>  
<http://www.visitmilwaukee.org>

For a confidential conversation, please contact:  
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