



Marketing and Communications Director (Full-time)

Third Space at Shaarei Tfiloh in Baltimore, Maryland seeks a creative, motivated and high performing **Marketing and Communications Director** to join our team. In this role, you will be responsible for translating big vision and strategic priorities into operational work; leading and shaping the transmission of the Third Space brand as it enters year three. This role serves as the strategic lead for social media, marketing, and communications, overseeing both direct execution and external partners to ensure cohesive messaging, strong project management, and sustainable workflow capacity.

As an integral part of this organization, you will help to build both brand and audience in a start-up environment. You will be part of a core team responsible for expanding Third Space's reach, telling our story, and driving engagement for an organization that hosts 8–10 gatherings each month. The ideal candidate will bring a strong comfortability with social media, graphic design, logistics management and will demonstrate excellent time management, organization capabilities and excellent attention to detail. As a department director, you will attend Third Space Happenings on a regular basis (average 3-5/month), pitching in as needed and developing processes to ensure we are telling the story of what happens at Third Space.

Responsibilities

This role oversees external consultants and creative partners, including social media, design, photography/video, and marketing support vendors, and works collaboratively across departments to execute organizational communications goals.

- Design and implement strategic marketing and communications plan for Third Space:
 - High level approach for building brand and audience in year three of the organization.
 - Month over month social media and comms calendar that drives program participation, cultivates ongoing patronage and communicates the story and identity of Third Space
- Oversee digital and grassroots marketing efforts, including content creation, social media management, SEO, and email marketing campaigns.
- Partner cross-functionally with programmatic and operational teams to create and manage workflows, ensuring proper lead time and turnaround time for marketing Happenings at Third Space.
- Analyze market trends, track campaign performance, and adapt strategies to improve reach, engagement and effectiveness
- Shape and steward the public narrative and storytelling strategy of Third Space generating content at programs for use on social media and communications platforms.
- Manage and execute design and copy work with consultants as necessary. Help ensure the Third Space brand is hip, relevant, and stands out in the market.

- Help build infrastructure and systems that ensure smooth and timely processes that work in alignment with program and operations.
- Play a crucial role in both front facing and behind the scenes work in growing Third Space as an organization that people want to participate in and share with others, including promotional events, recruitment to programs, storytelling and brand building, and relationship building in the community.
- Manage day-to-day communications and marketing operations, including newsletters, website updates, blogs, signage, promotional materials, donor-facing collateral, and communications calendars.
- Serve as a member of the organizational leadership team, contributing to strategic planning, institutional storytelling, audience growth strategy, and cross-departmental decision-making.
- Develop and oversee the annual marketing and communications budget, managing resources strategically to maximize organizational visibility, engagement, and impact.
- Lead long-term brand strategy and audience development efforts, using analytics, community feedback, and organizational priorities to guide decision-making and resource allocation.

Qualifications/Requirements:

- Bachelor's degree with at least 4 years of strategic marketing experience.
- Demonstrated success in design skills, digital marketing and strategic planning
- An excitement for and preparedness to contribute to a start-up environment
- Ability to handle multiple projects simultaneously and meet deadlines, excellent time management skills
- Excellent verbal and written communication skills and a talent for storytelling.
- Strong proficiency with all Microsoft Office and Google Drive tools, Adobe Suite, In Design and Canva.
- Experience with Mailchimp, Constant Contact, and Hootsuite preferred.
- Photo/video editing skills, not required but preferred
- Creativity and innovation in marketing approaches
- Good judgment and cultural sensitivity
- Commitment to excellent customer service
- Excellent interpersonal skills and passion for being part of a team-oriented, mission-driven organizational culture
- Knowledge of Jewish culture, holidays, and traditions.

To Apply:

Applications will be accepted on a rolling basis. Please send a cover letter and resume to Carly Schwartz, carly@thirdspacest.org with “Marketing and Communications Director” in the subject line. Candidates will be contacted if there is an opportunity to be interviewed. *Third Space is an equal employment opportunity employer.*

Salary Range: \$80,000 - \$90,000 commensurate with experience
Relocation stipend available for candidates moving to the Baltimore area.

This is an in-person position based in Baltimore, Maryland. Regular evening and weekend attendance at Third Space Happenings is required.

FLSA Status: Non-exempt

Benefits:

Third Space has a competitive benefits package that includes Health, Vision and Dental Insurance, Paid Vacation and Sick Leave, Retirement Savings, Pre-tax Transit Benefit, Paid Holidays, Parental Leave, and more. In addition to paid time off, our office is closed for Federal holidays and major Jewish holidays.

What is Third Space?

Third Space at Shaarei Tfiloh is designed to be a gathering spot grounded in Jewish culture and learning, welcoming to all, and connected in intentional and meaningful ways to the neighborhood around it. It aims to be a gateway (*shaar* means gateway in Hebrew) to meaningful engagement and a relational community builder. We are housed in a historic former synagogue called Shaarei Tfiloh located on Liberty Heights Avenue by the Maryland Zoo. Constructed from 1921, it is one of the oldest synagogue buildings in Maryland. We hope to serve as a hub for learning, connecting and building community. www.thirdspacest.org