



World ORT | ORT America
Chief Marketing Officer
New York, NY

Background

ORT's global educational network, schools, colleges, and international programs reach more than 350,000 people across 40+ countries. With generous support from its donors, ORT's schools and programs reach underserved students by bridging the gap between aptitude and opportunity, as they work to expand knowledge, build autonomy, and strengthen Jewish identity.

In Israel, World ORT *Kadima Mada* ("Science Journey") programs focus on empowering disadvantaged students in the country's under-resourced periphery to become self-sufficient and gain confidence in their ability to succeed. Due to ORT's innovative programs and quality instruction in science, technology, engineering and math (STEM), ORT students in Israel obtain translatable knowledge and transferable skills that can meet the demands of the 21st century job market.

In **Europe**, the **Former Soviet Union**, and **Latin America**, ORT expands access to high quality STEM education, while simultaneously enriching individuals' Jewish identities. In the process, ORT is bringing back to life a religious and cultural experience that was lost to many regions for decades. Through the study of Jewish culture, language, history and traditions, ORT's Jewish curriculum counters assimilation, renews Jewish communal life, and deepens connections to Jewish identity for generations to come.

Position

The Chief Marketing Officer (CMO) is a senior executive responsible for building and leading a comprehensive, forward-looking marketing strategy that strengthens brand awareness, deepens engagement, and drives philanthropic growth—particularly within the North American fundraising landscape.

This role requires a visionary leader who understands the nuances of American and Global philanthropy, donor psychology, Jewish communal life, and the competitive landscape of mission-driven fundraising. The CMO will transform marketing from reactive communications into a proactive, data-driven, market-informed engine that fuels fundraising success.

Responsibilities

Strategic Marketing & Brand Leadership

- Develop and implement a multi-year global marketing strategy with primary focus on North American donor markets.
- Position the organization as a leading, trusted global Jewish nonprofit with a compelling value proposition for philanthropic and institutional partners.
- Elevate brand consistency across all platforms, regions, and donor-facing materials, using US-based terminology and market systems.
- Build a marketing plan that anticipates market trends, donor expectations, and opportunities for narrative leadership.

Fundraising Alignment & Revenue Support

- Collaborate closely with the Chief Development Officer to create integrated marketing and fundraising strategies that support annual, major, and digital giving.
- Develop targeted marketing pipelines to improve donor acquisition, retention, and stewardship.
- Produce campaigns that articulate philanthropic impact, urgency, and measurable outcomes.
- Collaborate closely with the Chief Development Officer and Chief Operating Officer to equip fundraisers proactively with robust tools, content, messaging, and US and global market insights to deepen donor engagement.
- Ensure that all marketing initiatives directly contribute to fundraising goals and donor journey optimization.

North American Market Expertise

- Serve as the organization's internal expert on North American philanthropic culture, trends, and donor preferences.
- Translate complex global issues into narratives that resonate with U.S. and global Jewish communities, philanthropic networks, US Jewish federations, philanthropic foundations, and high-net-worth individuals.
- Identify emerging opportunities and partnerships within American Jewish communal life, digital engagement trends, and philanthropic ecosystems.

North American Market Expertise

- Oversee creation of compelling storytelling and high-impact content that highlights the organization's mission, global reach, and measurable impact.
- Lead crisis communications, ensuring rapid, coordinated, and mission-aligned responses.
- Advance digital innovation across social platforms, web, email, and paid media to strengthen brand reach and donor conversion.
- Maintain a consistent narrative architecture and messaging framework across all channels.

Content Strategy, Communications, & Creative Direction

- Oversee creation of compelling storytelling and high-impact content that highlights the organization's mission, global reach, and measurable impact.
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Leadership, Team Development, & Cross-Organizational Collaboration

- Lead, mentor, and grow a global marketing and communications team across multiple time zones.
- Foster a culture of creativity, analytical rigor, accountability, and mission-driven focus.
- Build shared processes between marketing, development, program leadership, and global offices to ensure aligned communications and fundraising outputs.
- Manage marketing budgets and analyze ROI to optimize performance and resource allocation.

Qualifications

The ideal candidate will possess the following qualifications and qualities:

- 10–15 years of senior marketing leadership, ideally within a global or US-based nonprofit, philanthropy, Jewish communal organization, or mission-driven agency.
- Demonstrated success in building marketing strategies that drive fundraising results in the North American market.
- Deep understanding of American and Global Jewish communities, philanthropic culture, donor engagement strategies, and nonprofit market positioning.
- Expertise in brand management, digital strategy, storytelling, and integrated marketing.
- Experience leading high-performing teams and partnering with fundraising/development functions.
- Exceptional communication, strategic thinking, and relationship-building skills.
- Ability to operate comfortably in a global, fast-paced, mission-driven environment.

Personal Attributes

- Passion for the mission of strengthening Jewish life and global Jewish communities.
- A builder and strategic thinker—proactive, innovative, and able to anticipate challenges.
- Collaborative leadership style with the ability to bridge marketing and fundraising cultures.
- High emotional intelligence, cultural sensitivity, and ability to inspire stakeholders across continents.

Compensation & Benefits

- Salary in the range of \$135,000-\$150,000 depending upon experience.
- Paid family leave.
- Comprehensive health insurance.
- 401k plan.

- Commuter benefits.
- Jewish Holidays
- Shortened Friday hours.
- Opportunities for global travel.

For more information or to apply, please email:

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