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Jacobson Appointed VP Marketing and Development, Jewish Family and Children's Service (JFCS)

Phoenix, AZ - Jewish Family and Children's Service President and CEO, Dr. Michael R. Zent announced today that Frank Jacobson has been appointed Vice President of Marketing and Development of the behavioral health and social service organization which serves over 25,000 people in Maricopa County.

"Frank has been doing consulting services for us since last February, initially conducting an assessment of our fundraising program and, most recently, drafting the strategic development and marketing plan. The agency is making an aggressive effort to develop both short and long term support for its programs and services and increase both the visibility and understanding of our services in the community. I am delighted he wanted to head up our new development effort. We need someone with Frank's leadership to manage this program – especially in this challenging economy," said Dr. Zent.

Jacobson was the President and CEO of the Scottsdale Cultural Council from its inception in 1987 until he stepped down in 2006. In addition to his consulting services these last two and a half years, he served as Executive Director of the Daron and Ron Barness Family Foundation and the interim director of the Scottsdale Museum of the West. He has more than 30 years of senior management and fundraising experience in the nonprofit sector.

"Though my background has been managing and raising funds for the performing and visual arts, I am excited by the new opportunity to educate the community about JFCS's work – caring for, helping and healing children, families and the elderly in Maricopa County. I feel certain that once our community hears about the critical services we provide and about the results we see, people will want to get involved and support Jewish Family and Children's Service," said Jacobson.

Jacobson will coordinate and supervise all activities related to both marketing and development. In addition to fundraising, grant and donor related activities; he will be responsible for marketing materials and messages, online activity, and other initiatives.

For more information about JFCS programs and services, please visit www.jfcsaz.org or call 602-279-7655.

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