



Programming & Membership Coordinator, Beth El Synagogue
Durham, North Carolina
www.betheldurham.org

Beth El is a Conservative Jewish congregation that serves the thriving Jewish community of Durham and Chapel Hill, NC. Our new Programming & Membership Coordinator will be joining us at a time of dynamic transition and growth. From 2011 to 2018, our congregation grew from 295 to 400 households. We will soon be back in our newly renovated and expanded building after a record-breaking \$6 million capital campaign.

Beth El welcomes members who have diverse backgrounds, ideas, levels of knowledge, and observance. We are an egalitarian congregation that is a member of the United Synagogue of Conservative Judaism. We include an Orthodox Kehillah affiliated with the Orthodox Union.

The Programming & Membership Coordinator is responsible for coordinating synagogue programs and the overall engagement, satisfaction and retention of Beth El members. They work closely with the Rabbi, other senior staff and lay leadership to create a warm, caring, and vibrant environment for our members to engage fully in the many opportunities provided at the synagogue. The ideal candidate has experience in coordinating large scale relational and experiential programs, fostering relationships across all ages and stages, and using CRM systems to track member relationships and interests. This position reports to the Executive Director. They will be part of our staff team that includes the Rabbi, Education and Youth Director and Teen Engagement Director, and will also work closely with support/administrative staff, including communications, as well as a range of volunteers.

ROLES & RESPONSIBILITIES:

Strategy:

- Keeping abreast of [best practices](#) in the field of engagement, including [relational Judaism](#) and other approaches and assess which will be most effective at Beth El
- Collaborate with staff and lay leadership to implement these practices and foster a culture at Beth El that encourages engagement and relationship building
- Create a grassroots 1:1 program, leveraging the Board and a volunteer committees to meet with a significant fraction of the membership, and gather key information for engagement strategy.
- Develop relevant criteria to measure engagement and program success
- Develop and implement ways to recruit, connect, motivate and honor volunteers

Relationships:

- Work with the Rabbi and lay leadership to create new initiatives to better connect members with one another. These may include chavurot and small groups, and/or continuation of existing programs.
- Provide support for a range of existing initiatives, including existing groups (Sisterhood, MoB (men's club), Social Action, Community of Caring, Synagogue Life, etc.) and ensure that they are maximizing their engagement impact.
- Spend time meeting with members and volunteers one on one and in small groups.

Membership:

- Serve as a resource to the membership committee to assist in its work of identifying, recruiting and retaining members.
- Assist in tracking prospective members, coordinating outreach to them from existing members, inviting them to appropriate activities, and developing mechanisms to integrate them into the congregation.
- Work with Rabbi and Executive Director to identify “at risk” members, collaborate with Membership Committee to retain them if possible, and identify reasons for departure when not.

Programing and events:

- Collaborate with staff and congregational committees to ensure that existing congregational programs, including religious services, holiday activities, Social Action initiatives, and social and educational programs, create opportunities for meaningful engagement and Jewish inspiration.
- Initiate new programs as needed, which may include synagogue-based programs as well as home or neighborhood-based study groups, Shabbat and holiday activities.
- Collaborate with mission-aligned community partners that may help bring effective engagement programming to Beth El.
- Ensure that engagement and follow-up are integrated into each program

Tracking

- Develop mechanisms to track member interest, engagement and participation, and work with administrative staff to ensure that information remains current and is available to appropriate stakeholders, with sensitivity about the need for confidentiality
- Collaborate with leadership to develop and implement mechanisms to track volunteer skills and interests, and help match volunteers with potential opportunities for leadership.
- Identify major trends in our membership’s demography and interests
- Provide data to communications staff to assist them in targeting timely and relevant communications to specific populations and individuals.
- Follow up with program participants to assess program effectiveness

REQUIREMENTS:

- This position will report to Beth El’s Executive Director and work closely with other Beth El staff, as well as Board members and lay committees
- This is a full-time salaried position. Must be available some nights and weekends depending on programs.

QUALIFICATIONS:

- Preferred experience: 5 years or more in Jewish organizational life, in the field of engagement, member relations, or programming
- Preferred degree: Jewish Communal Service, Informal Education, Social Work or related field preferred but not required.
- Judaic knowledge, including familiarity and comfort with Conservative Judaism as expressed through Shabbat and holiday observance and ritual practices, as well as Hebrew vocabulary, preferred but not required
- Strong organizational skills, including collaboration with volunteers and lay committees.
- Self-starter and self-motivator

- Standard technology skills (Word, Excel, Google Suite and CRM)
- Ability to work in a fast-paced team environment
- A cooperative and engaged team player. Ability to work in a team to ensure that all aspects of the organization are successful.
- High standard of excellence, dedication, flexibility and a "do whatever it takes to accomplish the job" attitude.

DESCRIPTION

Job Type: Full-Time

Benefits: Vacation, holiday and sick time, professional development, synagogue membership and religious school.

Please send cover letter, resume and references to Alan Friedman, Executive Director
(alan@betheldurham.org)