



JOB DESCRIPTION

Title:	<u>Membership Director</u>	Compensation:	<u>DOE</u>
Department:	<u>Administrative Staff</u>	Type:	<u>Non-Exempt</u>
Reports to:	<u>Executive Director</u>	Hours:	<u>M-Th 9am – 5pm, F 9am – 3:30pm</u> <u>*Some weekend and evening hours will be required for committee meetings and events.</u>

Temple Israel is a progressive and innovative Conservative Synagogue located on the beautiful campus of Shalom Park in southeast Charlotte, North Carolina, with a current membership of close to 600 families. We strive to provide opportunities for all those who wish to engage in Jewish life through prayer, study, social action or otherwise, while supporting each other in times of joy and sorrow. Learn more about us at www.templeisraelnc.org.

Job Summary:

Temple Israel's Membership Director is responsible for the recruitment, engagement, retention, and stewardship of congregants. Primary responsibilities include outreach to prospective temple members, engagement of new and long-time congregants via a variety of initiatives and in partnership with several committees, coordination of membership renewal via Temple Israel's annual commitment campaign and High Holy Day seating appeal, and management of Temple Israel's membership database. In addition, the Membership Director manages several stewardship and fundraising efforts. Successful candidates will be outgoing and energetic, possess strong customer service and organizational skills, have the ability to multi-task, and juggle competing priorities while maintaining a strong attention to detail. While the items below provide details regarding this position as it is currently defined, it may evolve over time, based on the needs of the congregation.

Major Duties & Responsibilities:

1. Outreach to prospective Temple Israel members.
 - The Membership Director works with the marketing team to develop creative strategies and tactics to attract new members to Temple Israel and grow the congregation.
 - The Membership Director is responsible for developing PR materials and website content to showcase the diversity within our kehillah and ensure that everyone wishing to have a Conservative Jewish experience feels welcome, continuing a theme of "Our House. Your Home."
 - The Membership Director is responsible for creating new member packet materials.
 - The Membership Director attends various Jewish community events (including New Member Schmooze, PJ Library events, Charlotte Jewish Preschool events, Temple Israel Religious School Gan Open House) and connects with local realtors and retirement communities.
 - The Membership Director works with a committee to develop a variety of recruitment initiatives, including prospective member open houses at the synagogue and in people's homes and tracks activities to ensure timely and thorough follow-up.

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- The Membership Director educates prospective and current members about commitment levels, benefits of temple membership, and opportunities to engage as part of the Temple Israel community by answering questions, giving tours, creating videos, developing website content, writing articles in Kol Yisrael and the Charlotte Jewish News, etc.
2. Engagement of new and long-time congregants.
- The Membership Director will revive the Membership Engagement Committee and work with this group of volunteers to develop a comprehensive New Member Engagement Program to successfully welcome and integrate new members into our congregational community. This could include a “buddy” program (new members invited to Shabbat dinners, coffee, etc.), welcome bags/baskets/gifts, and/or personal contact with new members to welcome, educate, invite and evaluate interests to help them find their niche at Temple Israel.
 - The Membership Director develops programs and initiatives to sustain and strengthen the connection between long-time congregants and Temple Israel. This could include special gifts and cards to mark special occasions or lifecycle events (graduation, marriage, new baby, professional recognition, death, etc.).
 - The Membership Director builds relationships with congregants and connects them with appropriate committees and volunteer opportunities based on interests and skills. The Membership Director also maintains an updated list of leaders and volunteers for all active committees and synagogue auxiliary groups, recommends potential leaders to these committees and groups, and coordinates volunteer training opportunities.
 - The Membership Director staffs the Caring and Greeting committees and oversees the efforts related to these committees, including meal preparation and visitation and recruitment and training of Shabbat and holiday greeters.
 - The Membership Director is an expert on congregational life and serves as a “one stop shop” for information about the arms of and happenings in the synagogue community including preschool programs (Charlotte Jewish Preschool, Torah Tots), Religious School, Youth Programming, B’nai Mitzvah training process, Lifelong Learning, Women of Temple Israel, Men’s Club, Empty Nesters, Social Club, synagogue events, Shabbat and holiday services, High Holy Days, lifecycle events, community referrals, donation opportunities, etc.
 - In coordination with the Clergy Office and the Director of Events and Programs, the Membership Director assists with lifecycle events including brit milah, baby namings and funerals.
 - The Membership Director reaches out to unengaged congregants and schedules focus groups to attempt to re-engage them in synagogue life.
3. Coordination of annual membership renewal process and High Holy Day seating.
- In partnership with Temple Israel’s creative team, the Membership Director creates renewal packet materials and coordinates collation and mailing of packets for our annual commitment campaign, based on pre-determined schedule.
 - The Membership Director is charged with managing all aspects of the annual renewal process, including following-up with congregants who have not renewed, managing the financial assistance request process in partnership with the Executive Director, processing all new member applications and membership renewals in partnership with the Accounting Manager, confirming primary membership at other synagogues for Associate members, producing regular membership

progress reports, and maintaining electronic membership files for all congregants (including scanning new documents as needed).

- The Membership Director works with the Executive Director, Accounting Manager and Executive Committee to forecast membership revenue each year as part of the annual budgeting process. This includes making recommendations regarding membership categories and associated amounts.
- The Membership Director oversees High Holy Day activities related to membership including seating, the book of remembrance, honors and reciprocal seating. The Membership Director staffs the High Holy Day seating committee and works with a group of volunteers to assign seats to all Temple Israel members and guests.

4. Management of Temple Israel's membership database.

- The Membership Directors serves as the primary staff person for information input, updates and reporting related to Temple Israel's membership data in ShulCloud in order to ensure database integrity. This includes managing yahrzeit information and facilitating link of information between ShulCloud and digital yahrzeit board software system.
- The Membership Director tracks member involvement, interests and group affiliations via database tagging system and shares new member information with internal and external Jewish organizations in order to facilitate accurate databases and mailing lists (Charlotte Jewish News, Hadassah, Women of Temple Israel, Men's Club, Torah on Tap, Torah Tots, etc.).
- The Membership Director assists members with log-in access and database navigation and fields questions related to member accounts.
- The Membership Director creates monthly reports for Board of Trustees meetings and additional reports, as requested by the Executive Director.
- The Membership Director serves as back-up for donation entry, gift acknowledgement and congregational emails (birth and condolence announcements). The Membership Director also supports the front office of the temple by answering phones and proofreading printed and electronic materials, as needed.

5. Management of stewardship and fundraising efforts.

- The Membership Director coordinates preparation for Temple Israel's Annual Meeting, including development of all meeting materials (project planner, donor breakfast invitation, event menu and set-up, etc.), nominating committee documents and communications (tracking spreadsheet, ballot, proxy ballot, Board member biographies, congregational emails related to nominating committee, Board slate and Annual Meeting), Temple Israel annual report (collection and compilation of all materials for design by marketing team), and annual "year in the life" video.
- The Membership Director staffs Temple Israel's Create Your Jewish Legacy committee and is charged with executing all stewardship activities related to legacy gifts.
- The Membership Director coordinates a variety of stewardship initiatives including sending birthday and mazel tov cards to legacy donors, past presidents and Board members and planning a variety of donor and volunteer thank you events.
- The Membership Director serves as a sounding board for congregant concerns and suggestions, and he/she conducts an exit interview if a congregant resigns.

- The Membership Director manages the yahrzeit plaque and simcha leaf programs for the congregation and must be able to learn and communicate procedures regarding yahrzeit plaques with and without observers.

Skills/ Qualities/ Knowledge Requirements:

- Excellent in Word, Excel, Microsoft Outlook software, ShulCloud (or other CRM software); proficient in PowerPoint, Publisher, Adobe and Google Documents.
- Must be outgoing, warm, personable and possess good listening skills.
- Must be an effective communicator with the ability to build and maintain relationships with a wide variety of congregants.
- Excellent writing, proof-reading and editing skills.
- Must possess tact and an even disposition.
- Must display sound judgement, and both decision-making and problem-solving skills.
- Have prior knowledge of or be willing to learn Jewish calendar, rituals, services, holidays and practices and be passionate about connecting individuals to Jewish life via involvement at Temple Israel.
- Must be willing to attend evening and weekend meetings, programs and events, as needed.
- Must be well-organized and possess a strong attention to detail.
- Must be comfortable working independently in a fast-paced office.
- Must possess the abilities to learn quickly, prioritize and juggle multiple, competing tasks.
- Ability to take initiative, follow-through and move things forward with minimal supervision.
- Desire to work as part of a team and assist in building and maintaining a positive team environment.
- Expected to discreetly manage sensitive issues and maintain the highest level of confidentiality.

Education and Experience:

Associate's or Bachelor's Degree desired plus at least three (3) years of experience working with volunteers and committees and/or in membership recruitment and retention. Nonprofit and/or religious organization experience preferred.

Comprehensive benefit plan available.

Effective Date – Position available beginning July 1, 2019. We will begin interviewing successful candidates as soon as applications are received. Background and reference check must be completed prior to official start.

To apply, please submit your resume and cover letter to Glenda Bernhardt at gbernhardt@templeisraelinc.org.

Disclaimer:

The above statements are intended to describe the general nature and level of work being performed by the person(s) assigned to this job. They are not intended to be construed as an exhaustive list of all responsibilities, duties and skills required of personnel so classified.