



Director of Engagement, Beth El Synagogue

Durham, North Carolina

www.betheldurham.org

Beth El is a Conservative Jewish congregation founded in 1887 that serves the thriving Jewish community of Durham and Chapel Hill, NC. Our Director of Engagement will be joining us at a time of dynamic transition and growth. From 2011 to 2021, our congregation has grown from 295 to 400 households. In 2019 we completed a renovation and expansion of our building after a record-breaking \$6million 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. We proudly welcome LGBTQ individuals and families and intermarried families.

Currently our staff team includes a fulltime Rabbi, Executive Director, Director of Education, Administrator, and Building Manager and part time Youth Engagement Director, Communications/Marketing manager and a Kitchen Manager.

The Engagement Director is responsible for coordinating the overall engagement, satisfaction and retention of Beth El members as well as most adult synagogue programming. S/he works closely with the rabbi and other staff to create a warm, caring, enriching and vibrant environment for our members to engage fully in the many opportunities provided at the synagogue. The ideal candidate has experience in developing, promoting and coordinating relational and experiential programs, empowering lay leaders, fostering relationships across all ages and stages, and using CRM systems to track member relationships and interests. This position reports to the Executive Director and is part of our staff team that includes the rabbi and synagogue educator, and works closely with support/administrative staff, and a wide range of volunteers.

ROLES & RESPONSIBILITIES:

The Director of Engagement job responsibilities include:

Strategy:

- Keep 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.
- Meet with a significant and diverse subset the membership and gather key information for developing engagement strategies for members within different demographic groups as well as across demographics.
- Develop relevant criteria to measure engagement and program success.
- Develop and implement ways to recruit, connect, motivate and honor volunteers.

Relationships:

- Create new initiatives to better connect members with one another. These may include chavurot and ongoing small groups activities, and/or continuation of existing programs.
- Provide support for and enable collaboration between a range of existing groups (sisterhood, men's club, young adults, social action, community of caring, synagogue life, etc.) and help them maximize 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, onboarding 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.

Programming and events:

- Collaborate with staff and volunteers to ensure that existing programs, including holiday activities, social action initiatives, social and educational programs, create opportunities for meaningful engagement, education, relationship building and Jewish inspiration.
- Initiate new programs as needed, which may include synagogue-based programs as well as home or neighborhood-based groups, and Shabbat and holiday activities.
- Collaborate with communications director to develop and implement effective marketing practices for programming and events.
- 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 all programming.

Tracking

- Develop mechanisms to track member interest, engagement and participation; 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 marketing 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.

QUALIFICATIONS:

- Preferred experience: 5 years or more in Jewish organizational life, in the field of engagement, member relations, or programming
- Preferred degree: Masters in 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
- Excellent verbal and written communication skills
- Standard technology skills (Zoom, 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 teams with staff and lay leaders 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

Duration: full-time

Salary: \$50,000 to \$55,000 depending on experience and responsibilities

Other benefits: Vacation, health insurance, retirement plan, professional development, synagogue membership and religious school.

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

Applicants will be screened on a rolling basis.