



Indianapolis Hebrew Congregation Communications & Engagement Coordinator Job Description

Job Summary:

Indianapolis Hebrew Congregation (IHC) is a Reform synagogue in Indianapolis, Indiana with approximately 900 households, a dynamic Senior Rabbi, creative clergy team and talented staff. IHC is looking for a Communications & Engagement Coordinator with the ability to take us to the next level with respect to communications, marketing and engagement matters.

This full-time, exempt position is responsible for: 1) overseeing the creative and editorial direction, development, production and execution of all congregant and public communication (website, print and online publications, social media, marketing and advertising); 2) providing strategic oversight and support for membership and development materials, events and campaigns; 3) developing and implementing an integrated Temple-wide communications and brand strategy to engage current and future congregants, stimulate program attendance and support the Temple's mission; and 4) developing and implementing methods of increasing and reporting on membership engagement.

Reports to: Executive Director

Core Responsibilities:

Responsibilities will include, but are not limited to:

- 1) Develop and implement communications and branding strategies
- 2) Develop marketing materials for all IHC programs, events, and fundraisers
- 3) Work with the Executive Director and others to redesign IHC's website and implement a new platform
- 4) Compile, edit, write copy and manage all aspects of the website and social media platforms, keeping them updated on an on-going basis, addressing technical problems and maintaining quality
- 5) Compile, edit and write copy for monthly newsletter, weekly email communication and other promotional e-marketing, coordinating input from various departments, committees and Temple Arms
- 6) Manage numerous high-priority marketing and communication projects from development through implementation, including Annual Report; High Holy Day materials; brochures for Early Childhood Center and Religious School, etc.

- 7) Develop and implement, in conjunction with other members of the leadership team, methods to increase member engagement as well as create and implement methodologies to track and report on such engagement
- 8) Encourage and support a greater diversity of volunteer opportunities; work with lay leaders to create, plan and implement programs to increase volunteer participation; create/ manage a database to track volunteerism
- 9) Assess the needs of underserved constituents within the IHC community and, based on priorities established by the leadership team, address these needs in partnership with others
- 10) Create effective communication tools and develop communication channels to support congregational engagement
- 11) Develop and implement, in conjunction with other members of the leadership team, methods to increase membership
- 12) Work with leadership team to develop, implement and staff programs throughout the year
- 13) Attend IHC programs both to fully understand messages that need to be communicated and to act as staff contact at select programs and services
- 14) Staff liaison to select committees and community partners
- 15) Advise clergy, staff, and lay leadership on trends and best practices in the Reform movement and faith-based organizations relating to member engagement and congregational vitality
- 16) Provide regular reporting of email and website performance, highlighting relevant trends including open/click-through rates and traffic generated from efforts
- 17) Manage external vendors, such as designers, printers and writers, if budget allows
- 18) Keep current on email and social media trends/innovations and make recommendations on new features and applications
- 19) Monitor the communications of like organizations
- 20) Work some nights, weekends and Jewish holidays
- 21) Perform other duties assigned by the Executive Director or Senior Rabbi

Qualifications:

- 1) Bachelor's degree in communications, marketing or other associated field; master's degree a bonus
- 2) 3+ years of related experience
- 3) Exceptional written, oral and interpersonal communication skills - ability to engage online, on the phone and in person
- 4) Ability to work independently and with a team
- 5) Detail oriented with the ability to balance multiple projects, work well under pressure, prioritize, meet deadlines and produce quality results on schedule
- 6) Excellent computer skills, including experience with web editing tools, social media platforms, database programs and Microsoft Office suite
- 7) Experience with digital marketing and graphic design, including experience with publication design products such as Adobe InDesign, Illustrator, and Photoshop
- 8) Experience with email campaign products such as Constant Contact or Mail Chip
- 9) Knowledge of Jewish culture and religious traditions
- 10) Positive, can-do attitude

Please send Cover Letter and Resume to: JobApplicant@IHCIIndy.org