



The Jewish Education Project

Chief Advancement Officer

New York, New York

“Transforming Jewish Education in a Changing World”

Opportunity for Impact

The world has changed dramatically, and Jewish education must adapt accordingly. For Jewish education to remain relevant it must offer education and experiences that enable youth and their families to thrive as Jews and in the world today.

The Jewish Education Project believes that great ideas (research, knowledge) influence the people (leaders) who can bring about new models in Jewish education to meet the realities of the changing world in which we live.

The Jewish Education Project’s leadership views the appointment of its new **Chief Advancement Officer** as a unique and compelling opportunity at a transformative moment in the organization’s history; an opportunity to be a key visionary and steward of the development, branding and communications strategy that will invigorate and propel the organization’s mission, programs and impact. Building on existing advancement efforts and effectively pursuing new opportunities for funding, partnerships and engagement, The Jewish Education Project is poised to lead a **national** transformation on systemic change and innovation in Jewish education. The organization’s leadership is deeply committed to its philanthropic success and to new strategies and opportunities for growth.

This is a tremendous opportunity to seize near-term opportunities for revenue, engagement and awareness, while also building infrastructure, capacity and reputational capital for long-term growth and sustainability.

Position Overview

The Jewish Education Project seeks an ambitious, dynamic and inspiring leader with demonstrated success in building capacity and increasing revenue to become its **Chief Advancement Officer (CAO)**. The successful candidate will manage and execute all philanthropic programs and communications/marketing efforts.

S/he will develop and lead a comprehensive and diversified fund development strategy to sustain and grow revenues from all constituents including individual, institutional and corporate donors, through a variety of opportunities, including unrestricted, designated, legacy, endowment, and event-based giving.

A critical priority for the CAO will be to expand an \$11+ million annual budget, employing the recruitment and engagement of potential Board members along with the development of a comprehensive communications strategy that increases visibility and capitalizes on The Jewish Education Project’s brand recognition and impact in the community.

Reporting to the CEO, the Chief Advancement Officer is a member of the Executive Team and works together with the Chief Executive Officer, Chief Operating Officer and Chief Program Officer to provide strategic leadership and management of the agency.

The CAO will build, develop and manage a current team of 5+. In addition to providing internal leadership, the CAO will expand the reach and influence of The Jewish Education Project through interactions with public, private, and philanthropic leaders.

Key Responsibilities

Fundraising and Relationship Management

- Develop and implement an integrated and sustainable fundraising strategy and plan that will generate short and long-term results as well as deepen and diversify the funding base.
- Oversee all aspects of The Jewish Education Project's development efforts including individual major gifts, foundations, digital efforts, events and planned-giving.
- Work in partnership with the CEO, senior leadership, Board of Directors and development staff to balance the annual operating budget as well as ensure growth for future initiatives and programs.
- Work closely with the CEO and senior leadership to articulate the case for greater philanthropic investment in The Jewish Education Project. S/he will be well versed in each program's funding priorities, and match those with specific individual donor and foundation interests.
- With the CEO and Executive Committee, drive the identification, recruitment and stewardship of potential and existing Board Members.
- Personally identify, cultivate, solicit and steward major donors, foundations and prospects to grow, strengthen, and nurture the donor base.
- Partner with the CEO, Board, Development Committee and key staff on their development efforts including setting strategy, establishing appointments, and overseeing and managing stewardship activities.
- Evaluate and drive the use of new technology funding vehicles including social media and eGiving.

Marketing/Communications and External Engagement Responsibilities

- Oversee all aspects of marketing, branding, public relations and communications for the organization including all agency publications, website, social media, marketing materials, media relations and The Jewish Education Project's on-line presence.
- Lead the design and implementation of a comprehensive communications and marketing strategy and plan; including a future website redesign to ensure effective overall positioning of The Jewish Education Project within its field, and to promote growth in program visibility and revenue.
- Serve as a strategic partner and resource for program leadership in the creation of all collateral marketing, outreach and program materials.
- Ensure consistent messaging and branding in all print and online donor communication; provide strategic oversight to all donor materials and the full range of external communications.

Internal Management, Infrastructure and Team Building

- Build a strong and cohesive advancement team through recruitment, professional development, performance management, motivational leadership, and team management that promotes excellence.
- Oversee the refinement of Development, Marketing/Communications and External Relations operating guidelines, policies, and procedures.

- Working closely with a cross-agency team, provide strategic insight into The Jewish Education Project's CRM system to build a best practices environment to support development and external engagement efforts.
- Create a climate that promotes respect for others and acceptance of alternative ideas and approaches, as well as the highest ethical standards and practices.
- Inspire and motivate the development, and marketing and communications staff.
- Develop and manage the advancement budget and work plan; track and report results to the CEO and Board.
- Model a leadership style that is open, supportive, and respectful of staff and volunteer leaders.
- Closely monitor all key fundraising metrics and respond accordingly.; work closely with all staff to maintain, update and leverage the agency's database.

Qualifications

A thought partner to the CEO, the Chief Advancement Officer will have the vision, capacity, and experience to understand and balance an array of needs. S/he will be an intuitive planner with a demonstrated ability to set priorities, and develop and implement thoughtful, clear, action-oriented growth strategies for The Jewish Education Project. The following qualifications will be key to success:

- Strategic thinker and visionary leader with demonstrated ability to build comprehensive highly efficient and effective Development and Communications/Marketing strategies.
- 10+ years of progressive experience leading all aspects of major gift fundraising, including securing major, institutional, legacy, endowment gifts and broad-based campaign strategies such as multi-channel direct response, digital fundraising, and leveraging financial support of the organization through special events
- Proven success in building and maintaining relationships with major donors and foundations; and most importantly, asking for and closing major gifts.
- Demonstrated success with establishing stewardship and donor recognition programs that sustain long term relationships.
- Senior level experience in brand execution, marketing, advertising and media relations.
- Proven ability to craft and articulate a case for support for The Jewish Education Project and its individual programs, both written and visual.
- Understanding of the PR, media and digital landscape with the ability to create and oversee a sophisticated marketing effort to raise the visibility of The Jewish Education Project, their programs and initiatives.
- Outstanding verbal and written communication skills with the ability to convey The Jewish Education Project's mission and effectiveness with passion, skill and grace.
- Intellectual depth, maturity and collaborative skills to garner the trust and confidence of senior management staff, volunteers, donors and the Board of Directors.
- Demonstrated management skills in increasing the effectiveness of advancement staff and consultants through established objectives, performance standards and quantifiable benchmarks.
- Ability to work independently with enthusiasm, imagination, energy and the drive to succeed.
- Passion and commitment for the mission; a clear understanding and appreciation for the Jewish values and traditions embodied by the organization.
- An energetic and entrepreneurial spirit with good instincts and sound judgement; demonstrated ability to plan and execute organizational strategies, while not being afraid to "roll up one's sleeves" to get the job done.

- Well-developed organizational skills with exceptional attention to detail and follow through; ability to manage multiple projects and priorities.
- A strong work ethic, ability to maintain and model high personal and professional standards, as well as an outgoing and positive personality; creativity, patience, a sense of humor and perspective.
- Excellent computer skills, including Microsoft Office, CRM/fundraising software – Salesforce a plus.
- A Bachelor's degree is required; advanced degree a plus.

Background

For over 100 years, The Jewish Education Project has continually adapted to our evolving worlds, blending age-old truths with new ideas. Their goal is to lead our children and families to be their best selves, feel more connected to Jewish community and make the world a better place. The organization is nationally renowned for our leadership training, creative educational experiences and expertise in relationship-building. The Jewish Education Project's impact can be seen through 800 educational programs in New York City, Westchester, Long Island and beyond, engaging over 160,000 Jewish children, teens and families of all backgrounds. The Jewish Education Project is a proud partner of UJA-Federation of New York.

- For more information about The Jewish Education Project, please visit jewishedproject.org

How to Apply:

- Please send a resume and detailed cover letter to careers@JewishEdProject.org. Please include the job title in the email subject line.
- The Jewish Education Project is an equal opportunity employer.

Location: 520 Eighth Avenue, 15th Floor, New York, NY 10018

The Jewish Education Project aims to select, place and train the best qualified individuals based upon relevant factors such as work quality, attitude and experience, so as to provide equal employment opportunity for all our employees in compliance with applicable local, state, and federal laws and without regard to non-work related factors such as race, color, religion/creed, gender, national origin, age, disability, marital status, sexual orientation, veteran status, or any other protected class. We encourage and support diversity and tolerance in our workplace.