



The Jewish Education Project

Executive Director
Teen Israel Experience Initiative
New York, New York

“Developing a Generation of Proud Young Jews Connected to Israel.”

Opportunity for Impact

The majority of adolescent American Jews have no connection with Jewish learning experiences or with Jewish life. There is an opportunity in the next two decades to dramatically change and turn around this dynamic. An **intentionally crafted peer experience in Israel** has the capacity to breathe new vitality, passion, and commitment amongst Jewish teens, that could dramatically change the future landscape of North American Jewish life.

The Israel experience for Jewish teens is a pro-active opportunity to **inspire a generation of teens to be more confident and proud Jews as they enter the next stage of their lives**. The Israel experience for teens also increases the likelihood of Jewish teens being more committed to their Jewish community, maintaining personal relationships with Jews and Israelis, and being more committed to assuming leadership roles in the world. At scale, this experience, once normative for generations of teens, can radically ensure a vibrant and positive Jewish future for decades.

The leadership of **The Jewish Education Project (TJEP)** seeks a dynamic and entrepreneurial leader as its inaugural **Executive Director**. Reporting to the CEO of The Jewish Education Project, the successful candidate will have executive leadership and management skills to drive the creation and implementation of this bold new initiative. This is a compelling opportunity for a visionary leader, with an inspirational voice, to impact the lives of thousands of teens and to radically **transform the trajectory of North American Jewry**.

Background and Mission

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. For Jewish education to remain relevant it must offer education and experiences that enable youth and their families to thrive as Jews in the world today.

Over the last several years The Jewish Education Project has emerged and proven to be the organization capable of galvanizing and catalyzing the Jewish teen space in North America. For more information about The Jewish Education Project, please visit JewishEdProject.org.

Position Overview

The Jewish Education Project seeks a proven senior professional with demonstrated experience and success in five critical areas: developing strategies for outreach and recruitment; business modeling; external relations and organizational positioning; fundraising and foundation relations; and leading staff in the successful implementation of strategic initiatives.

The **Executive Director** of this new **Teen Israel Experience** initiative (currently in formation) will be knowledgeable and passionate about the impact of connecting teens with Israel and building a program from the ground up. S/he will welcome the challenge of creating a strategic blueprint (design, implementation, and assessment) to ensure optimal resource deployment and program participation.

The new ED will be a thought leader whose creativity, curiosity, and entrepreneurial spirit will help solidify this new entity as the premier provider of Jewish teen Israel experiences; someone with a passion for Jewish life and whose leadership will stimulate creativity in programs and services, as well as maintaining excellence in how they are implemented and funded. S/he will provide overall operational leadership and strategic direction to the staff, volunteers, vendors and other stakeholders; be comfortable in a results-oriented and data driven environment, able to interpret data about the target audiences and use it toward successful implementation of strategic goals.

Key Responsibilities

Leadership and Executive Management

- Working with the leadership of The Jewish Education Project, build a sound and robust infrastructure that ensures program success.
- Provide strategic leadership to committees and professional staff.
- Assess the current teen Israel experience landscape and develop a plan to position this new initiative as a key engagement experience for North American Jewish teens.
- Execute and implement strategies that carry out the exponential recruitment growth goals formulated in partnership with The Jewish Education Project leadership and funder's collaborative.
- Build a strong and cohesive team through recruitment, professional development, performance management, motivational leadership, and team management that promotes excellence.
- Provide ongoing management, supervision, mentoring and professional development for the team.
- 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 program's database.
- Ensure that fiscal oversight and management is in place.

Strategic Marketing and Promotion

- Lead and build a new creative, impactful and multi-faceted brand that represents the values of The Jewish Education Project and reaches new and larger markets of Jewish teens and their families.
- Create a robust marketing plan utilizing all mechanisms and channels to brand the initiative as a vital engagement experience for Jewish teens; positioning the program for maximum growth and strengthening their identity and connection to Israel for a lifetime.

Engagement and Affiliation

- Develop a far-reaching recruitment strategy to grow teen participation in short-term Israel summer experience trips by 20% annually.
- Build a grassroots recruitment system, utilizing current participants, alumni and partners.

Committee, Partner and Stakeholder Relations

- In partnership with the CEO, cultivate and build a coalition of funders.
- Steward relationships with Youth Serving organizations, JCC's, Jewish Federations and other community partners.
- Develop and manage relationships with partner agencies.
- Work with The Jewish Education Project leadership to build and manage a committee structure for the program.
- Create strong strategic alliances and relationships within the Jewish community; work closely with these partners to impact the future direction and success of the initiative.

Program and Service Development

- Provide aspirational leadership to the team in setting goals for cutting-edge programs that have vision and that strive for creativity and excellence.
- Ensure that programs are aligned with priorities.
- Work with staff to monitor program costs and effectiveness. Institute a consistent system of accountability and a constructive means of critical evaluation of the effectiveness, success and impact of activities and programs
- Communicate regularly with organizations to seek collaboration and partnerships in program development.

Qualifications

- At least 10+ years of successful executive and/or management experience; experience building a start-up a plus.
- Strong leadership skills, including the ability to articulate and implement organizational mission, vision and goals. A decisive and inclusive decision maker with the ability to manage details while focusing on the big picture.
- A driven, goal-oriented person with a business-like approach to setting and monitoring progress toward goals.
- Entrepreneurial self-starter, creative and innovative manager, comfortable leading in fluid environments, taking risks and experimenting.
- Skill in presenting oneself and communicating in a manner that is clear, effective and inspiring.
- An organized manager, comfortable taking strategic direction and implementing that direction on his/her own.
- Keen understanding of the teen market.
- Experience in leading and inspiring professional staff.
- Successful track record of program improvement and expansion.
- Experience in establishing and enhancing a brand with measurable results.

- Excellent interpersonal, political, and diplomatic skills, along with the ability to lead and partner with integrity and inspiration. Flexibility and openness to working with professional and volunteer community leaders nationwide and in Israel.
- Significant experience with Israel and working with Israelis.

What We Offer

- Salary range will be provided upon invitation for first interview.
- A positive, supportive working environment with exposure to great learning opportunities, and a chance to meet and work with some of the top professionals in the field of Jewish Education
- Excellent benefits: 3 weeks paid time off in year 1 and increasing incrementally on a set schedule; Comprehensive health insurance; 401k plan and matching; Commuter benefits; Funds towards professional development
- Work schedule: Early close on Fridays for Shabbat; Closed for most Jewish holidays

How to Apply:

- Applications will be accepted through April 1, 2020.
- Please send a resume and detailed cover letter to careers@JewishEdProject.org. Please include 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.