



**EDS**

Executive Directors Share

## **Creative ideas for job descriptions & positions**

Sarah Emerson & Stuart Gasner

# 1988 Titles

- ▶ Principal
- ▶ School Administrator
- ▶ Assistant Principal
- ▶ Dean
- ▶ Business office
- ▶ Fundraising Committee
- ▶ Student Activities
- ▶ College Advisor
- ▶ Receptionist
- ▶ Custodian
- ▶ Computer Guy/Lady
- ▶ Support staff



# 2018 Titles

- ▶ Principal: **Head of School/Headmaster**
- ▶ School Administrator: **Executive Director**
- ▶ Assistant Principal: **Principal of General/Judaic Studies**
- ▶ Dean - **Assistant Principal or Grade Level Advisor**
- ▶ Business Office: **Director of Finance/Director of HR**
- ▶ Fundraising Committee- **Director of Institutional Advancement**
- ▶ Student Activities Coordinator: **Director of Student Activities & Life**
- ▶ College Advisor: **Director of College Guidance and Academic Advising**
- ▶ Receptionist: **Education Office Manager**
- ▶ Custodian/Janitor: **Director of Facilities**
- ▶ Computer Guy/Lady- **Director of Technology**
- ▶ Support Staff: **Registrar Director**



# Creative Titles from the Crowd

Chief Facilitation Officer (Magen David)

Lifestyle Management (HALB)

Mashgiach (Joan Dachs Bais Yaakov, Shalhevet LA)

CEO (Pittsburgh)

Education Director (Pittsburgh)

HR Specialist (Westchester), HR Consultant (Shalhevet LA)

Hebrew Immersion Teacher (Westchester)

Think Tank Coordinator (RPRY)

Director of Marketing and Communications (MTA), Marketing and Communications Associate (Shalhevet LA)

Bar Mitzva Club (Hebrew Academy Community School)

Tzivos Hashem (Hebrew Academy Community School)

Director of Educational Advancement (Fuchs Mizrachi)

Director of Curriculum and Instruction (Fuchs Mizrachi, Shalhevet LA)

Chief Operating Officer COO (Shalhevet LA, Heichal Hatorah, Magen David)

Dean of Student Life (Shalhevet LA, Heichal Hatorah)

Curriculum coordinators (Areivim)

Tone keepers (Areivim)

Student Life and Admission Coordinator (Shalhevet LA)

Chessed Coordinator (Shalhevet LA)



# THINGS TO CONSIDER

## Importance of titles in recruitment and retention of staff

- Issues to consider
  - Chain of command- is it obvious?
  - How do we keep our current staff happy if they want a “fancy title”?
  - How do attract staff with fancy title without impression of a higher salary?
  - How do more with less? (small -mid size schools with lower admin budget)
- Bottom line: Creative Titles → money grab, office grab, organizational confusion

# ACTIVITY ONE

## JOB DESCRIPTION 1- Guess the salary range and chain of command

The Curriculum Coordinator of X in Massachusetts is a key member of the ELC management team and a key member of the ELC team. The Coordinator must be able to oversee all phases of school operations as the back-up administrator of early childhood care and education for nearly 180 children enrolled on a daily or part-week schedule on a full or school year basis.

The Curriculum Coordinator has a lead role in a team that includes two Co-Directors, two Curriculum Coordinators, two Child Development Specialists, and 16 preschool classroom educators. Along with the Co-Directors, it is his/her responsibility to ensure that educational foundation of the program is cohesive, that the teaching staff has shared goals and understandings, and promotes a consistent philosophical approach to educational practice, customer service, and professional collaboration. The Curriculum Coordinator must be committed to building and supporting relationships in the context of positive and forward thinking interactions throughout the Early Learning Center community.



## JOB DESCRIPTION 2- Guess the salary and chain of command

The Administrative Coordinator is a vital member of our small and dedicated team, and plays a crucial role in supporting X's' programs in upstate NY through logistical and administrative tasks, communication with participants, marketing, record keeping, and staffing events.

This position includes two key types of work, and we seek a person who is skilled in and enjoys both: 1) detail-oriented, organized, good at creating and using systems to improve effectiveness, and 2) energized by meeting and communicating with people, go out of your way to foster connections and to be helpful, whether by email, phone, or in person.

The position is an average of 20 hours/week with flexible hours. The majority of it can be done by telework. On-site work is required approximately once a week.

Responsibilities include but are not limited to the following areas: Program Support, Marketing, Manage Donor Database, Financial Record Keeping, Staff Program and Events and other Administrative Functions. (see next slide)



## SUPPORT PROGRAMS

- Coordinate logistics, such as obtaining venues and supplies
- Communicate with participants and vendors as needed
- Track registration, attendance, and payments
- Assist in preparing materials as needed

## MARKETING

- Assist in marketing programs, such as through social media, email blasts, targeted emails, and creation of flyers and postcards
- Post programs on website, update other information as necessary

## MANAGE PARTICIPANT AND DONOR RECORDS

- Serve as primary system manager for Salesforce database, handling all basic functions including data entry, reports, and other routine tasks
- Update records in email software
- Generate and send thank you letters

## FINANCIAL RECORD KEEPING

- Track and report income and expenses
- Process and pay invoices and reimbursements
- Make deposits

## STAFF PROGRAMS AND EVENTS

- Plan and participate in set-up and clean-up of supplies and refreshments
- Provide on-site staffing and perform a variety of essential tasks such as greeting participants, supervising volunteers, and helping to ensure a smooth program

## ADMINISTRATIVE FUNCTIONS

- Collect mail
- Organize and purchase supplies
- Maintain files

## QUALIFICATIONS

- Two years of administrative or office management experience
- Excellent written and verbal communication skills
- Self-starter, flexible, able to attend to detail and to manage multiple simultaneous projects to completion
- Comfort learning and using online technologies and applications
- Previous experience with Salesforce or a similar customer relations management (CRM) database preferred
- Interest in Jewish community, education, and/or outreach
- Previous Jewish and/or nonprofit-sector experience preferred
- Ability to work occasional weekend times to staff programs



# ACTIVITY TWO

## Part 1

What would you do?

Break up into groups

1. 200<
2. 500<
3. 500>

You just heard from your admissions director that the Shpeilmans are relocating to town. The wife, Chana accepted a 5 year cardiology medical fellowship. Her husband, Rav Shalom is a 4th grade Rebbe and Director of Student Activities. He is a beloved Rebbe and a game changing faculty member. Your school already has a Director of Student Activities, but a competing school has already sent indirect messages to Rav Shalom that they would create a position for him. Your HOS said “we need to get this guy, we will figure it out and pay him what he wants” What possible title(s) and additional responsibilities would you come up with to seal the deal?

Note: Your current administration team will remain the same.



# ACTIVITY 2: PART 2

## WHAT WOULD YOU DO? SAME GROUPS

In March, your Director of Development tells you she is going to be leaving in July. The Finance Committee along with the HOS said they do not enough money to pay for a new Director of Development because you were getting below the market rate (\$50k). They also think that they do not need to hire such a senior level person. The HOS wants to hire someone to be oversee the backend of fundraising (such as database management, event planning, letter campaigns etc), and actual soliciting and strategic planning will move to the Executive Director and the Board Ways and Means Chair. The Chairman of the Board decided it's an opportunity to give more responsibility to the board and would like them to own more fundraising as it is part of their responsibility. Chairman said to you "hire a FT junior to mid level development person"

What title(s) would reflect these responsibilities for this position and what is the chain of command?

What salary range would you offer within your budget? Where would this job fit in different org charts for different size schools?

WRITE THE JOB DESCRIPTION



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# SUMMARY

- ▶ Chain of command- is it obvious?
- ▶ How do we keep our current staff happy if they want a “fancy title”?
- ▶ How do attract staff with fancy title without impression of a higher salary?
- ▶ How do more with less? (small -mid size schools with lower admin budget)