

First Unitarian Society of Ithaca (FUSIT), NY
Engagement and Outreach Coordinator Job Description

Job Summary: The Engagement and Outreach Coordinator supports the vision and mission of FUSIT by serving as the main point of contact for newcomers, visitors, and people interested in pursuing membership in the Society. They are responsible for the integration of visitors and newcomers into congregational life, and creating a sense of engagement among the congregation's membership. They are the main point of contact for membership questions and concerns. They are also responsible for spreading information about our Society and programming to the wider community through email, social media, advertising, and events.

Reports to: Director of Congregational Life

Supervises: n/a

Effective Date: as soon as possible

Status: Part-time (10 hours/week during church year)

10-month, non-exempt position that entails working most Sundays

Physical Requirements:

The physical functions described here are representative of those that must be met by an employee to successfully perform this position. Reasonable accommodations may be made upon request to enable individuals to perform the functions of the role.

Daily requirements include (but are not limited to):

Ability to sit/stand – amount of time may vary

Typical manual dexterity for working with papers, files, computers, standard technology

Usual work environment/equipment used: This position operates in a church work environment with an expectation to interact with the congregation and utilize standard office equipment.

Essential Functions:

Welcoming Members and Visitors

- Meet and greet newcomers on Sundays to: warmly welcome them, find out why they came, explore how we can connect, inform them about activities and conduct general orientation
- Enter newcomer's information into the database and prepare name tags.
- Follow up in a timely manner with newcomers (phone, email, and/or in person) who have offered contact information
- Personalize welcome letters and respond to specific concerns and/or interests that newcomers mention in follow-up calls/conversations.
- Prepare and coordinate Newcomer Inspired Connected and Engaged (NICE) sessions
- Coordinate newcomer events with the minister and staff as needed

- Offer tours of the church facilities for newcomers as needed
- Ensure each new member provides a brief introduction to be shared with the congregation during new members service.

Marketing and Social Media

- Oversee and contribute to social media marketing, ensuring a healthy, fresh and vital presence on various social media
- Meet at least monthly with the staff team during their weekly meeting to coordinate efforts, and ensure materials are in good supply
- Oversee maintenance of website in coordination with the Church Administrator

Events and Outreach

- Coordinate outreach initiatives, which are directed toward the Ithaca community
- Attend membership/outreach team meetings or provide regular status reports to the team regarding newcomer attendance and other relevant information
- Represent Engagement and Outreach Team at congregational events

Other

- Develop and manage the budget for the Engagement and Outreach team
- Form and lead an Engagement and Outreach team to assist with above listed tasks
- Other duties as assigned

Monthly report to the Board for Engagement and Outreach

Attend Team Leader Council monthly meetings

Desired Skills/Experience:

- Knowledge of Unitarian Universalism and its theology, and a demonstrated commitment to liberal religious values. Or willingness to learn and understand it.
- Comfort with existing and emerging technologies including email, word processing, databases, website maintenance and design, social media etc.
- Familiarity with membership professional resources.

Minimum Qualifications:

Education: High School diploma or equivalent. Bachelor's degree preferable, but relevant job and life experiences may be substituted.

Licensure: None. Satisfactory background check. Demonstrated ability to work with and help maintain on-line databases. Basic understanding of enhancing traditional and digital marketing methods and practices. Good technical capabilities, able to manage email lists and the website. Demonstrated ability to work within appropriate staff-congregant boundaries.

Core Competencies: Still being determined by the Personnel Committee

General Statement of Responsibility: The time commitment will average ten hours per week which will include: Sunday presence before service and during coffee hour, other programming such as NICE (Newcomer's Inspiration, Connection, and Engagement) program , Engagement and Outreach Team meeting attendance, monthly Team Leader Council meeting, staff meeting attendance as needed, and frequent online communications.

Affirmative Action Statement: Equal Employment Opportunity is a fundamental goal and policy of FUSIT. FUSIT recognizes and reaffirms all federal and state laws preventing discrimination against applicants and employees on the basis of any protected class or characteristic. It is the duty of FUSIT to provide reasonable accommodations to qualified individuals under the Americans with Disabilities Act (ADA).

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