

# **The First Parish in Concord**

**A Unitarian Universalist Congregation**

**Gathered in 1636**

## **Director of Membership POSITION DESCRIPTION**

### **NATURE OF WORK:**

Under the direction of the Minister and in accordance with the principles of Unitarian Universalism, the director of membership provides vision, leadership and strategy to welcome and assimilate new members, as well as to cultivate members as donors and encourage a culture of generosity at First Parish.

This is a part time position.

### **PRINCIPAL DUTIES AND RESPONSIBILITIES**

- Provides vision and leadership, in partnership with Ministers and Welcoming Committee to create a vital ministry of hospitality at First Parish.
- “Get them in the door:” Develop a marketing and outreach campaign to let the local community and wider metro-west region know about FP existence, including articles in local newspapers, possible paid advertising, coaching staff to market program events, join with other local UU churches to pay for ads on NPR.
- “Once they are in the door:” create a realistic and welcoming “path to membership” to help new people progress from being visitors to signing the book and then finding (within 12 months) a “niche” where they belong at FP.
- Develop assessment tools to measure membership satisfaction.
- Measure our retention rate of new members and improve in this area by 20%.
- Recruit and lead a powerful Welcoming Committee that will assist with marketing, Sunday morning hospitality, New Member table, coffee hour hosting, follow-up notes and phone calls to visitors, New Member Sunday.
- Coach staff on strategies to help new members bond and thrive in RE, music, social action as well as help staff develop “tracking tools” using technology to monitor new visitors and members better.
- Oversee maintenance of the database for church membership records. Find technology so we can track membership and pledging on the same database.

- Act as primary contact for miscellaneous member concerns

### **STAFF TEAM MEMBER**

- Attend program staff meetings, all staff meetings and staff retreats as an active, contributing member of the overall staff team.
- In conjunction with other staff members, help to create a collaborative, welcoming, “service-oriented” church staff culture.

The above shall not be construed as an exhaustive description of all of the work required to successfully fulfill this job. Moreover, from time to time, the Minister may assign additional duties outside the parameters outlined above.

### **QUALIFICATIONS:**

Requires an Associate or Bachelor's degree from an accredited college or university. Background in business, sales or marketing is a plus. The candidate needs to be a warm, approachable person, a sensitive listener, an articulate spokesperson for Unitarian Universalism, and have the ability to work effectively with people from broad and diverse backgrounds as well as a wide range of personalities. The candidate needs to be a leader who can provide vision and attract people to that vision. The person must be able to personally recruit, train and manage volunteers. Team management experience is a plus. Good writing, speaking and telephone skills are necessary. The candidate must be able to work independently and as part of a team. An ability to maintain confidentiality is critical. Working knowledge of Microsoft products is a plus. The candidate's schedule must be flexible as this position requires some evening and weekend meetings, including some Sunday morning hours.