



Position Description

Director of Equipping and Membership

The Director of Equipping and Membership is responsible for initiatives for equipping faith-based organizations and lawyers, member recruitment, and the development, management and operations of the membership program of the Institutional Religious Freedom Alliance.

Working in collaboration with the Senior Director of IRFA, the Director of Equipping and Membership will also develop and implement a strategic equipping plan, and will serve as the key “translator” of IRFA content, developing appropriate channels for equipping current and prospective members (e.g., webinars, live trainings). These efforts will focus on equipping faith-based service organizations to preserve their religious identity, practices, and services as they serve others in the public square.

He/she will conduct research with existing members of the Alliance as well as prospective members, to develop and implement a strategic membership plan for the retention, recruitment, and equipping of members based on a rearticulated set of value propositions, taking into account the different types of IRFA members (e.g., FBOs, FBO associations, commercial entities, and foundations).

The Director of Equipping and Membership will be, in part, responsible for the acquisition and retention of members through point-of-entry events and other efforts, and will assist the Senior Director of IRFA in developing and implementing an aggressive growth plan to reach a goal of 1,000 equipped organizations within 5 years.

The Director of Equipping and Membership will also be responsible, in partnership with the CEO and IRFA’s Senior Director, for managing external relationships with other key (non-member) organizations.

With the support of CPJ’s Director of Communications and CPJ’s Operations Assistant, the Director of Equipping and Membership will oversee day-to-day operations in membership to include renewals and mailings (paper and email), member only areas of the website and the requests and management of data and mailing lists.

With the CEO, Director of Communications, and in consultation with the Senior Director of IRFA, the Director of Equipping and Membership will create a comprehensive marketing campaign and will analyze membership campaign results to create future targeted marketing campaigns. The Director will strategize new and creative ideas within direct mail, social media and email to help IRFA achieve participation and financial goals.

Ongoing duties will include fulfillment, marketing, and the creation of detailed metrics-based growth and participation reports demonstrating monthly, quarterly, and annual results of the equipping and

membership efforts for the Senior Director of IRFA, CEO, the advisory council of IRFA, and the board of trustees of CPJ.

The Director of Equipping and Membership reports directly to CPJ's CEO, who works in conjunction with the Senior Director of IRFA concerning IRFA operations and initiatives. In addition, the Director of Equipping and Membership will serve alongside CPJ's CEO to convene the IRFA Advisory Council. As goals are achieved, the Director will have the opportunity to recommend to the Senior Director of IRFA and the CEO the hiring of additional personnel to assist in the expansion of the equipping and membership initiatives.

MINIMUM QUALIFICATIONS:

Education: J.D. required.

Personal Commitments: In keeping with CPJ's demonstrated religious basis as articulated in its Articles of Incorporation, a successful candidate will profess and demonstrate theologically conservative Christian beliefs and lifestyle.

Experience:

- 3 – 5 years developing programs to facilitate equipping organizations and lawyers at the intersection of policy and law, with a specific focus on institutional religious freedom,
- 3 – 5 years of demonstrated success in strategy and implementation for member identification, acquisition, and retention.

Knowledge, Skills, and Abilities:

- Ability to drive strategy and work both independently and collaboratively;
- Subject matter expertise on institutional religious freedom;
- Subject matter expertise on the knowledge needs of nonprofit and commercial faith-based organizations;
- Ability to work with FBO leadership, lawyers who serve FBOs, and law professors, to engage for membership and to recruit as trainers;
- Ability to accurately simplify complex institutional religious freedom issues and legal requirements;
- Excellent written, verbal, and interpersonal communication skills;
- Strong attention to detail and excellent follow through;
- Excellent organization and project management skills and demonstrated ability to meet deadlines;
- Demonstrated ability to teach/train via webinars, conference calls, in-person workshops and speeches.

PREFERENCES:

- Supervisory experience.
- Experience with Highrise HQ, eTapestry, or other membership-based systems.

ADDITIONAL INFORMATION:

Physical Demands of the Position: Traditional office environment.

This position will require occasional evening and weekend work and travel to key geographic areas, up to 20 travel days per year.

The salary range for this position is \$56,000 to \$70,000.

Benefits offered: CPJ offers a comprehensive benefits package, including Paid Annual Leave; Paid Holidays; full premium payment on Health, Dental, Vision and Prescription coverage; and employer provided retirement benefits.

Candidates must be able to provide proof of eligibility to work in the USA. No Visa sponsorship is offered for this position.

TO APPLY:

For best consideration, please submit cover letter, resume, a written sample of legal or policy work on an institutional religious freedom topic, and a sample webinar or workshop by November 10, 2014.

Documents should be submitted electronically to Ms. Kendrick Smith at jobs@cpjustice.org