

Assistant Director of Family Engagement (ECE)

ABOUT THE JCC EAST BAY

The JCC East Bay values *hachnasat orchim* (providing a welcoming home) for people of all ages and life stages. Inspired by Jewish values, culture, and tradition, we build relationships, foster learning, and offer accessible pathways to Jewish life through programs for children, teens, families, adults, and older adults. After decades of operating our suite of programs in North Berkeley, we will be opening a new home for East Bay Jewish life in the summer of 2026 in Oakland. Our new campus will offer programs and activities to spark creativity, nurture identity, and weave together diverse generations, cultures, and organizations—including voices from across global Jewry—into a living tapestry of culture, learning, and *kehilla* (community) connections. Our future flagship campus in the Rockridge neighborhood will house our administrative offices and our award-winning preschool opening in the fall of 2026, and we will retain afterschool programs in Berkeley and in several Oakland public schools.

POSITION SUMMARY

The Assistant Director of Family Engagement (ECE) reports directly to the Director of Early Childhood Education and is responsible for the strategic development and implementation of a wide range of family programming on our East Bay Community Campus. A key component of this position is working closely with our preschool families and the wider Jewish community to expand outreach for the JCC of the East Bay, ultimately creating a clear link between young families and our early childhood education center. The Assistant Director will research and evaluate a dynamic range of offerings designed to engage young families in Jewish life at the JCC, focusing on collaboration with vendors, relationship building with main careholders, and developing strong community culture amongst preschool families and the wider East Bay Jewish community.

Event and Program Planning

- Foster community through highly-developed, appealing, and creative events and offerings for families and young children.
- Work collaboratively with organizational partners, families, and other careholders in envisioning and building programs; carry through to detailed execution.
- Create and implement plans/metrics to attract new families.
- Develop specific events and initiatives that help audiences engage with Jewish communal life (specifically holidays, Jewish values, DEI-based) and that support the strategic direction of the organization.
- Work collaboratively with all departments on center-wide age-appropriate programming to maintain strong connections with current and new families.
- Work closely with the Assistant Director of Preschool to create engaging programs for preschool families (e.g. Holidays, parents coffee) and create a bridge between the Preschool families and the Early Childhood center's families.
- Work closely with Community Engagement Coordinator (and community partners) to program service- and Jewish values-based programming for families.

- Collaborate with the TeensManager to engage Madrichimot in the events as a work force. .
- Develop a strategic plan to launch baby and toddler programs.
- Develop, organize, and implement family workshops and seminars in collaboration with community partners.
- Commit to and foster a multi-cultural, global Jewish approach for all events and programming.

Administration

- Develop and carry out a robust plan to keep families engaged in between events by soliciting ongoing feedback through one-on-one conversations, email engagement, phone calls, and coffee meet ups, etc.
- Manage all professional service contracts and staff involved with family programming.
- Create and implement metrics for the annual departmental work plan.
- Work closely with the Development team on grant reporting, and collecting compelling testimonials and photos.

General

- Perform at a high level in a fast-paced team environment.
- Manage multiple projects at once to meet timelines and deadlines.
- Support program directors and JCC staff as necessary.
- Attend monthly Department Head meetings.
- Other duties as assigned by the Director of Early Childhood Education

REQUIRED MINIMUM QUALIFICATIONS

- Knowledge of current research and practices in Jewish family programming.
- Knowledge of and comfort with Jewish culture, traditions, values, and holidays.
- Competent in various skill areas such as planning, scheduling, record keeping, event design, and management.
- Bachelor's Degree
- Excellent customer service and relational engagement skills.
- Exceptional written and verbal communication.
- Ability to work effectively in a team setting.
- Ability to be on your feet and work a full shift, 5 days per week.
- Ability to sit on the floor and to get up and down with ease.
- Ability to lift up to 50 lbs.
- Quick reflexes to respond to needs of children.
- CPR and First Aid certification.

The salary range for this position is \$75,000 - \$85,000 annually. This is a full-time, exempt position working approximately 37.5 hours/week. On-site presence is required for most events including Sundays. Excellent benefits including medical, dental, vision, vacation, sick pay, and holidays (including Jewish).

The JCC East Bay is an Equal Opportunity Employer and makes employment decisions on the basis of merit. JCC East Bay policy prohibits unlawful discrimination in accordance with federal, state, and local laws. The JCC East Bay complies with the Americans with Disabilities Act and is committed to providing reasonable accommodations for people with disabilities. If you require particular accommodations during the application and interview process, please inform us of your needs so that we can provide accordingly.

Systemic inequities in hiring have caused women, people of color, LGBTQ+ folks, and others to apply to jobs only if they meet all of the qualifications. The JCC East Bay encourages you to apply anyway, as no one ever meets 100% of the qualifications. We look forward to your application.

The JCC East Bay requires all employees to be fully vaccinated against COVID-19, and applicants are required to submit proof of vaccination prior to beginning employment. (As of January 31, 2022, the definition of fully vaccinated includes a booster shot.) In accordance with the law, the JCC East Bay will accommodate employees who cannot be administered the COVID-19 vaccine for medical/disability or religious reasons if to do so is not an undue hardship.