

Clean Speech Sample Job Descriptions

Accountant | Educator(s) | Event Planner

Accountant

Description: The accountant creates and tracks the CS budget. This role also makes payments for CS staff and activities, as well as invoices and receives donor contributions.

When needed: Work begins 5 months before the campaign, and work is complete 30 days after the campaign is complete.

Educator(s)

Description: The educator(s) present the written lesson or weekly topic in a small group learning session during the campaign. Ideally CS veterans, they work closely with the rabbi/CEO to engage and educate community members in an in person setting.

When needed: Work begins during the campaign, with work completed at the end of the 30 days.

Event planner

Description: The event planner is in charge of designing and executing all in person events, from kick off, in person learnings, to closing events and may include virtual events, as needed. Events should be coordinated with the rabbi/CEO and feature educators, select PO's and the PO video stars, significant donors, and a targeted guest list to maximize CS participation and engagement. A mix of small audience and large audiences should be included throughout the campaign. Events shall occur with a regular and predictable schedule throughout the campaign, with no less than a 3 week lead time for invitees.

When needed: Event planning begins 3 months prior to the first event, often a campaign launch party (if desired) and work is complete at the end of the campaign and after the final event has been completed.

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Fundraiser | Logistics Coordinator | Marketing/Communications

Fundraiser/Donor Steward

Description: The fundraiser/ donor steward applies for local and national grants, supports and drives a crowdfunding campaign, targets and secures strategic large donors, identifies and confirms 30 day of campaign sponsorship, and maintains a positive relationship with any campaign financial contributors.

When needed: Work begins 5 months before the campaign, and work is complete 30 days after the campaign is complete.

Logistics coordinator

Description: The logistics coordinator orders, receives, packages and coordinates the distribution of all SWAG associated with the campaign. This person works closely with the graphic designer and marketing/ communications coordinator to effectively create promotional materials that represent the brand and message of the campaign. They also work with the volunteer coordinator to tactically distribute the SWAG to PO's, in person learning opportunities, and schools.

When needed: Work begins 3 months before the campaign, through the final day.

Marketing/communications coordinator

Description: The marketing/communications (mar/comm) coordinator is responsible for CS marketing material and SWAG design, website, social media strategy and execution, brand management, and campaign analytics. Marketing materials are shared with all PO's and news media in physical and digital format. The mar/comm coordinator prepares and maintains the CS website in conjunction with the developer. Video lessons, youth lessons, and written lessons are integrated into the website for participant use.

When needed: Work begins 5 months before the campaign, with work completed 2 weeks after the 30 day campaign.

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PO Coordinator | Project Manager | Public Relations

Partner Organization Coordinator

Description: The Partner Organization (PO) coordinator directly engages the partner organizations, establishing and maintaining relationships with key stakeholders (KSH) at each organization throughout the pre-campaign and campaign. They work closely with the PO to drive commitment and engagement in the campaign, identify the perfect representative to star in the video lessons, communicate training and best practices to the video stars, determine the appropriate SWAG to deliver, share marketing and communications materials to help support the campaign, and are the primary conduit for direct communication before and during the campaign. This person should be well connected in the Jewish community, and be able to work successfully with all levels of Jewish observance.

When needed: Work begins 5 months before the campaign, through the final day.

Project Manager

Description: The project manager creates the base timeline for pre-campaign, campaign, and post-campaign as well as establishing deadlines for each component. They work closely with all staff to ensure deliverables are completed in a timely manner, and adjust the base timeline if needed. They ensure the campaign stays on schedule and maximizes its success.

When needed: Work begins 5 months before the campaign, through the final day.

Public Relations/News media coordinator

Description: The PR/ news media coordinator identifies local television, print, and radio media targets and advises them about CS. They also schedule the pre-campaign publications/activities for the local market. This role provides press releases, interview content and training, and support to the media outlets during the campaign.

When needed: Work begins 3 months prior to the campaign, and is completed in the first week of the campaign.

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Rabbi/CEO | Videographer | Volunteer Coordinator

Rabbi/CEO

Description: The rabbi/CEO is the face of the Clean Speech (CS) team. This person connects with the potential PO's in his/her community to get buy-in for bringing CS to their city. They are the liaison with the CS National team out of Colorado and are responsible for the overall campaign in his/her local community. The rabbi/CEO is deeply involved in recruitment and maintenance of CS relationships with other area rabbis. Also responsible for the longer term vision for campaign outcomes.

When needed: From day one through the final day. Approximately 5 months.

Videographer

Description: The videographer is responsible for the filming of video lessons starring the PO video stars for each of the 30 days. They are also responsible for any necessary re-shoots prior to the campaign launch.

When needed: Work begins 3 months prior to the campaign, and work is completed 1 month before the campaign

Volunteer coordinator

Description: The volunteer coordinator engages a pool of community volunteers to assist as needed during the pre-campaign and campaign activities. The volunteer coordinator communicates volunteer opportunities and gratitude to the volunteers, as well as encouraging active campaign participation in the volunteer pool. Volunteers assist with the distribution of SWAG to PO's, schools, and in person events. Volunteers also help staff campaign events such as kick off parties and closing celebrations.

When needed: Work begins 2 months before the campaign, with work completed at the end of the 30 days.