

Louis S. Wolk Jewish Community
Center of Rochester
Chief Executive Officer
Rochester, NY



Louis S. Wolk Jewish Community Center of Rochester ("JCC", the "J" or "The Organization")

The JCC is a unique place that serves as the hub of Jewish Life, enriching the cultural fabric of Rochester for 116 years. Its mission is to strengthen and promote Jewish identity through all stages of life. The Organization fulfills this mission by providing opportunities for meaningful cultural enrichment, physical well-being, and social, educational, and recreational experiences for individuals and families. The JCC's expansive footprint consists of three properties: a 200,000 square foot Community Center on Edgewood Avenue in Rochester; 100 acres of natural land adjacent to the center and alongside the Erie Canal; and camp Seneca lake, a 100-year-old overnight camp situated on 200 acres of land on Seneca lake, part of the world- renowned Finger Lakes region.

Protecting, preserving, and promoting Jewish values, traditions, customs, and history is woven into the fabric of many of the activities and programs within all Jewish Community Centers. While synagogues provide a place where members of the Jewish faith can worship, the JCC provides a neighborhood where members of the Jewish faith live, socialize and nourish a sense of community.

Over 350 JCCs have been established across the country, with each one operating independently in the region within which it resides. The JCC of Rochester is open to all residents of the community -- both for membership and employment. In fact, one of the most important values of the organization *is* inclusiveness; the JCC welcomes people from all religions, all abilities, all races, all ages, and all gender identities and has forged deep and durable partnerships between the Jewish and secular communities. The JCC prides itself on providing a vast array of programming along the Jewish Journey including education, camping, health and wellness, family and adult programming and Arts & Culture. The JCC touches tens of thousands of lives each year and serves as the cultural meeting place for broad swaths of the Jewish community.

The JCC's Evolution

During the past 30 years, JCCs across the country have felt the impact of changing vs shrinking – intermarriage, less affiliation, etc. Jewish demographics, and more recently have felt the acute impact of COVID on programming and finances. Under new leadership, the Louis S. Wolk Community Center has risen to the challenge with the addition of creative programming, new partnerships, and re-invigorated fundraising efforts, all within an overarching goal to infuse a culture of Judaism across all offerings.

Within just the past 18 months, the JCC has:

- Partnered with Lifespan, one of the nation's leading provider on Senior programs and services, on holistic program to address Wellness, educational and socialization needs of its aging members.
- Partnered with Rochester Regional Health on holistic wellness programs, including physical and rehabilitation therapy programs for its members. This includes a dedicated Rochester Regional Health Clinic on site.
- Partnered with a restaurateur on development of new kosher/non-kosher catering service, staffed in part by people with developmental disabilities.
- Developed an outside, performing arts theater, the Dawn Lipson Canal-Side Stage, offering concerts, theater, and special events from May to September.
- Developed a corporate partnership program.
- Partnered with Encompass to offer an educational venue and enrichment programs for hundreds of children in our region who are living in poverty and under-served.
- Raised \$3M in emergency funds in response to COVID and continued to raise \$3M over the past several years toward transformational programs and JCC stabilization plans.
- Partnered with the Draper School of Dance to bring the premier Rochester dance school, serving hundreds of children, to the JCC campus in Fall 2023
- Serve as a home to dozens of Rochester Jewish community programs each year, including synagogues, Chabad, Jewish schools, Federation events, Jewish Family Services programs, Jewish Senior Life programs, etc.

Programs and Services Provided by the JCC

Fitness and Recreation

Within a renovated and expanded 80,000 square foot fitness center, the JCC offers fitness and recreation programs for all ages and abilities. Facilities include an open gym, cardio and resistance training equipment, racquetball courts, yoga, cycling and dance studios, an aquatic complex with three pools, locker rooms, spas, personal trainers, group fitness classes and youth sports programs and leagues. Current JCC membership composition of 7,000 individuals is approximately 50% Jewish and 50% non- Jewish. Eighty percent of members use the fitness facility, and hundreds of JCC members visit daily to participate in fitness, social, and/or cultural programs.



Wellness

In addition to the fitness facility, the JCC offers Centered Wellness, a concept centered around offering programs and partnerships focused on the six dimensions of wellness:



physical, intellectual, social, emotional, environmental and spiritual. Exercise programs can also be tailored for those with cardiac problems, Parkinson's and Alzheimer's.

Youth and Education Programs

The JCC's *Wolk Children's Center* is an early learning center located on the JCC campus, serving children eight weeks to four years old. In addition to a progressive curriculum, children have supervised access to the JCC gym, play gym and pool.

The *Before and After School Program* bridges the time between school and home for school-age children, currently serving more than 80 children, ages 5 to 14. The Brighton and Henrietta school districts both provide bus transportation to the JCC.

The JCC provides several *summer camp* experiences for members and non-members -- overnight camping at Camp Seneca Lake, day camping at Summer Days at the J on the JCC Campus, and several theatre and arts camps.

Area and Culture Programs

The JCC CenterStage provides two prominent resident theatre companies, CenterStage and TYKEs theatre for children, and 288 seat theatre, staging musicals, dramas, and comedies throughout the year, as well as playing host to a wide variety of additional scheduled entertainment throughout the year.



The JCC manages and hosts the *Lane Dworkin Authors and Innovators Festival*, and the *Ames Amzalak Jewish Film Festival*, annual events that showcase Jewish authors, books of Jewish content, Jewish innovators in their fields, and contemporary Jewish-themed films from around the world.

Community Programs

The JCC offers *Senior Programs*, providing classes, activities, programs, artistic endeavors, and special events designed for a mature population.

Adults with developmental disabilities are also well-supported at the JCC, as the center provides fitness facility usage, adapted classes, swimming, art and jewelry-making classes, music participation opportunities, cultural events, and escorted travel opportunities.

Opportunity for Impact

The Louis S. Wolk Jewish Community Center (the JCC) is seeking to hire its next CEO to lead at

a time of opportunity and transformation for the JCC. The CEO will continue to transform the JCC towards a strong, sustainable, and innovative future as a center for Jewish life where the community gathers to raise families, build friendships, enhance health, learn, participate, and grow.

A key priority for the CEO of the JCC is to maximize programmatic impact and grow its revenue base in order to sustain and strengthen programming needs of the community. A primary role for the CEO will be to actively build relationships with funders, donors, and partners, playing a leading role in the fundraising activity of the organization.

The CEO will embrace the JCC's core value of being deeply rooted in Judaism and its culture/heritage, understand the importance of Israel to the JCC community, and be open and welcoming to all members of the community who choose to benefit from its programs and services. The CEO will also be a strong and inspiring communicator whose interests, creativity, and curiosity will put the organization at the center of community conversations, attract members, develop partners, and enhance participation in order to continue to grow, meet new opportunities, and overcome challenges.

The JCC's new CEO must be an inclusive leader who recognizes the value that different perspectives and cultures bring to an organization. The CEO will need to chart a path forward, ensuring that the community, staff, and board leadership are partners on this journey.

This is an opportunity for a strategic thinker as well as a strong executive manager and organization builder. A priority for the CEO will be to think through the organizational culture, structure, systems, and technology that support the entire JCC enterprise.

The CEO has 7-10 direct reports (250 FTE staff/350 summer staff), oversees a budget upwards of \$10m, raises \$2.5-3m a year and is responsible for setting the tone of the entire JCC and its day-to-day operations, establishing a strategic vision, speaking on behalf of the institution on key matters, and paving a roadmap for the future.

Responsibilities

Strategic Vision and Leadership

- Create and communicate a vision for the JCC that inspires the community, grows membership, energizes the staff, and maintains the organization's status as a preeminent institution in both the Jewish and general communities.
- Develop, articulate, refine, and implement a set of programs in partnership with the senior program staff that reflect the mission of the JCC, create revenue opportunities and have impact in the Jewish community and the community at large.
- Serve as a key spokesperson and represent the organization throughout the community,



with private and public funders and national and international Jewish organizations.

Business Acumen

- Manages a complex organization under changing conditions.
- Deploys and manages human and financial resources effectively; tracks and evaluates progress.
- Makes timely decisions based on assessing data and input and anticipates impact of emerging trends and incorporates into decision making.
- Understands strategies for building and maintaining a viable financial base.
- Understands fiscal and legal standards and requirements of non-profit management.

Executive Management

- Provide operational leadership and direction to staff to ensure the continued development and management of a professional and effective organization.
- Refine the organization's structure as needed and determine if any additional hires are critical to support the current set of programs and services or important strategic initiatives.
- Oversee the identification, prioritization, and implementation of technology to support both internal operations and external programming for the organization.
- In partnership with staff leadership, oversee the fiscal management, systems, and reporting of the organization. Monitor the budget and ensure sound financial controls are in place.
- Establish effective and transparent decision-making processes that will enable the JCC to achieve its goals and objectives.
- Ensure that there is regular reporting to the Board and its appropriate committees.
- Ensure that there is regular communication with staff at all levels.
- Develops KPIs in partnership with the Board and track progress.

Resource Development and Fundraising

- Work closely with the board leadership and staff leadership to significantly enhance philanthropic fundraising to enable the JCC to meet the current and anticipated future needs of the organization.
- Continue to develop a pipeline of new members for the Board and work in close partnership with the Board on the strategic direction of the JCC.
- Play a leadership role in fundraising efforts including participation in JCC events and partner agency events.
- Engages and excites the imagination of high-net worth individuals and foundations and stewards trusted relationships with donors and prospects, positioning the JCC and the

Campus as the venue for fulfilling their philanthropic objectives.

- Continue and improve the JCC's relationships with existing partners while cultivating new opportunities for collaboration.

Organizational Culture and Talent Development

- Create and promote a positive, multicultural work environment that supports inclusivity, consistency and transparency throughout the organization's policies and practices.
- Foster a culture of respect, warmth, and consideration for all constituencies of the JCC including the community, donors, employees, and Board.
- Ensure that the JCC's vision, values, brand, and strategic priorities are evident and consistent in every aspect of the organization, including its staff and programs.
- Lead, motivate, supervise and evaluate a high-performance senior management team where giving and receiving ongoing feedback is encouraged.
- Attract, hire, retain and promote qualified professionals and offer opportunities for training and improvement.
- Facilitate cross-departmental collaboration and strengthen internal communications with staff throughout the organization.

Qualifications

- Innovative, entrepreneurial spirit
- Has a proven track record of results and commitment to customer service
- Successfully managed a large and complex team
- Proven ability to build a strong organizational culture with measures of accountability
- Ability to oversee a complex budget in conjunction with CFO and board leadership
- Demonstrated track record of fundraising and relationship building
- Outstanding communication skills (written, verbal)
- Comfort and expertise being a public spokesperson
- Experience working with community partners to build strategic relationships
- Depth of Jewish knowledge and content
- An understanding of past and current issues affecting Jewish communities and Israel
- Pluralistic approach to Jewish community life
- Understanding and experience with technology as a driver for current and best in class program, engagement, and operations.

This position description is based upon material provided by an equal opportunity employer. They do not discriminate based on race, religion, color, national origin, gender, sexual orientation, gender identity, gender expression, age, status as an individual with a disability, or other applicable legally protected characteristics. All employment is decided based on qualifications, merit, and business need.



Compensation

The base salary for this role is \$250,000. The benefits are: Competitive compensation and benefits package, including medical, dental, vision, and retirement options. Generous vacation package and holiday schedule.

To apply for this position, please click [HERE](#).

Sarah Raful Whinston, Principal
swhinston@drgtalent.com

Nina Cogan, Talent Consultant
ncogan@drgtalent.com

Sarah Skrovan, Senior Associate
sskrovan@drgtalent.com