

Job Description for Director of First Impressions

The Directors of First Impressions (DOFI) at Berkeley Hillel are a cohort of welcoming, friendly, attentive students who offer concierge-level service to everyone who walks through our doors. DOFIs are the face of Hillel and are representatives in and out of the Berkeley Hillel facility. They work in the lobby and welcome new and returning students, parents, community members to the building, oversee the minute-by-minute needs of the lobby and lounge, and help Hillel be the safest, most welcoming community possible.

Based on the principles of **Audacious Hospitality**, a practice rooted in the belief that we will be a stronger, more vibrant Jewish community when we fully incorporate the diversity of the Jewish community, the Directors of First Impressions actively engage one-on-one and in group settings with all members of the Berkeley Hillel and UC Berkeley community to serve as the entry point for students to participate in Jewish community.

A typical shift as a Director of First Impressions:

You'll start your shift by making sure the front lobby is clean and organized. As people enter the building you'll welcome them, offer them tea or coffee, and if they're here for an event or meeting, make sure they know where they're going. Maybe they're just here to study, so you tell them where they can go and about some of the resources Hillel offers. As you close your shift, you'll make sure the kitchenette is stocked and make a pot of coffee.

Some duties may include:

- Act as the first point of contact for any/all visitors and are knowledgeable about Hillel student programs, events happening in the building, community resources, and the geography of Berkeley Hillel
- Arrange meeting rooms for groups using space at Hillel, and know what's happening in the building during your shift – be it student group meetings, event rentals, etc.
- At certain times, there may be two DOFIs on duty, one at the front desk and another in the lobby to help new students, conduct building tours, arrange meeting rooms, offer resources, introduce visitors to staff, etc.
- The sole focus of DOFIs at all times, whether at the desk or in the building, is making Hillel the **THE MOST** welcoming, comfortable, friendly, accessible, and well-run organization it can be.

Desired Skills

- Strong desire to create friendly, accessible, welcoming community and display that in and out of the building. Be an ambassador of Hillel at all times, not just at the desk
- Be friendly, attentive, and willing to talk to anyone, regardless of age, gender, race, presentation, etc.
- Expansive knowledge of Berkeley Hillel's programs, community, partners and student groups
- Previous office or customer service experience a plus
- Previous involvement with Berkeley Hillel's programs a plus

