



CIVIC Scholars Program Director

JOB SUMMARY

The CIVIC Scholars Program Director is responsible for the planning, operation and success of the CIVIC Leadership Institute Executive Program, CIVIC Scholars program and events throughout the year. Additionally, this position coordinates all external communications and marketing. The CIVIC Scholars Program Director assists the President & CEO with all day-to day operations and reports directly to the President & CEO.

ESSENTIAL FUNCTIONS

1. CIVIC Scholars Recruitment – Manages Recruitment for the Scholars Program from nomination to programming for each new class of CIVIC Scholars.
 - Attract and retain excellent students of diverse backgrounds, skills, and interests. Engage in information sessions on Scholars Program for our university/community college partners.
 - Oversee timelines, deadlines/target dates, and goals for recruitment. Maintain recruitment grid with information about returning students, interested students, nominees, nominators, waiting lists, etc.
 - Plans and manages the annual calendar of monthly events including the coordination with speakers, managing attendance with the class.
 - Leads all correspondence with program attendees throughout the program from the nomination process through to the Closing Program.
 - Works with VP of Strategic Engagement to coordinate, plan and develop corresponding curriculum and topics for program planning days. Provides updates to Board of Directors, as requested.
 - Responsible for all external communications related to the Scholars program and its events across social media platforms, website, press release, email blast. Handles the related the photography / video and graphic design.
 - Manages the CIVIC Scholars Program budget.
2. Scholars Program Alumni engagement – Maintains Scholars alumni database. Keeps track of CIVIC Scholars alumni achievements and promote under CIVIC banner as appropriate. Support the CIVIC Scholars alumni network.
3. Events – Assist with the planning and logistics of all CIVIC Leadership Institute major events (Darden, Founders, etc.). Participate with the team in the successful execution of the events.
4. CRM and Web Content Management – Work with the Events and Logistics Manager to coordinate efforts to keep the website up to date and manage CRM including implementing new tools and processes, training co-workers and maximize engagement of alumni and stakeholders.
5. Community Outreach – Maintains a positive and engaging image with stakeholders, program participants, alumni, and the Hampton Roads business community. Attends networking events and partners with other organizations to raise CIVIC's profile.



KNOWLEDGE, SKILLS AND ABILITIES

- Experience in event planning; specifically in the research of venues, review of contracts, acquisition of catering and other needs for the events.
- Strong communication skills and competency in communicating with a variety of people including faculty, board members, external stakeholders, and students.
- Knowledge of social media platforms and how to best utilize them to promote non-profit activities and raise the profile of the Executive Program.
- Working knowledge of budget management.
- Proficiency in Word, Excel, Outlook, and Canva.

MINIMUM QUALIFICATIONS

Bachelor's degree or equivalent with 5-7 years of experience in event planning or non-profit management.

Experience with social media marketing, graphic design, videography/photography skills are a plus.

WORKING ENVIRONMENT

This is an office-based position with minimal physical requirements such (ability to lift 25lbs, walking and climbing stairs). Occasional nights and weekends work will be required.

FLSA status: This is a full-time, salaried, exempt position.

Disclaimer: This job description is not designed to cover or contain a comprehensive listing of all activities, duties or responsibilities that are required of the employee. From time to time, the supervisor will ask job holder to perform additional duties related to the completion of the work.

Signature lines:

Employee's Name (Date)

Supervisor's Name (Date)