



Vice President of Strategic Engagement

JOB SUMMARY

The Vice President of Strategic Engagement is responsible for the planning, operation and success of the CIVIC Leadership Institute Executive Program and the Founders' Luncheon each year. Additionally, this position oversees all external communications and marketing. The Vice President of Strategic Engagement assists the President & CEO with all day-to-day operations and reports directly to the President & CEO.

ESSENTIAL FUNCTIONS

1. Executive CIVIC Program – Manages the flagship CIVIC Executive Leadership program from nomination to programming for each new class of executive leaders.
 - Spearheads the annual nomination process with the Nominations Committee.
 - 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 CEO annually to develop curriculum, topics, and Community Impact Initiatives. Provides updates to Board of Directors as requested.
 - Leads the Community Impact Initiatives (CII) working directly with senior executives and community leaders to incorporate regional and statewide initiatives.
 - Responsible for all external communications related to the Executive 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 Executive Program budget.
2. Executive Program Alumni engagement – Coordinates the collection of dues and alumni events. Meets with alumni to understand their needs and expectations and ask for their support through membership dues and financial contributions. Keeps track of alumni achievements and promotes them under the CIVIC banner as appropriate. Launches new programming to meet the alumni's needs and promotes their continued engagement with CIVIC including the Community Impact Initiatives.
3. Fundraising – Ensures the long-term viability of the organization through fundraising, sponsorship, and grant applications. This includes cultivating major donors, leading the year-end campaign, and building relationships with stakeholders (i.e. – Darden award recipients, ODU, Community Foundations).
4. Founders' Luncheon - Spearheads the fundraising and sponsorship acquisition for the event. Leads the team to the successful execution of the event.
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

Requires a bachelor's degree with at least 10 years of work experience in project management, event planning or non-profit management and fundraising.

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 as 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)