DIRECTOR OF UNIVERSITY RELATIONS
MARCH 5, 2020

POSITION SUMMARY:
Campus Philly is a nonprofit organization that fuels economic growth by encouraging college students to study, explore, live and work in the Greater Philadelphia region. Campus Philly works with 30+ college and university partners in the region to help students fall in love with Philadelphia and stay in the region after they graduate.

The position, Director of University Relations, functions as Campus Philly’s relationship manager for college and university partners, maintaining relationships in career services, student life and activities, the president’s office and with specific departments and programs, faculty and staff. The Director is responsible for the college and university partnership renewal process each spring, including outreach to schools not currently partners.

The Director reports to the Vice President of Student Engagement and works in collaboration with a student engagement team composed of an events manager, communications manager and interns.

DUTIES AND RESPONSIBILITIES:

• Manage and cultivate Campus Philly’s relationships with 30+ regional colleges and universities, including:
  o communications with existing college contacts to ensure they’re taking advantage of Campus Philly programs and their expectations are being met
  o meeting in person with new key college and university staff to promote the use of Campus Philly programs
  o supervising college partnership renewals and outreach to new partners
  o maintaining accurate database of college contacts in Salesforce
  o troubleshooting challenging relationships or negative feedback

• Lead the communications strategy with college and university partners:
  o Providing them with tools they need to promote Campus Philly events to their students
  o Educating them about the range of programs, services and communications Campus Philly offers and ensuring they’re taking advantage of those programs
  o Developing and innovating new ways to reach college and university staff to elevate Campus Philly as a valued partner

• Activate, fulfill and track college partnerships
  o Schedule Campus Philly staff and street team members for on-campus events during orientation and welcome weeks
  o Arrange Campus Philly visits, workshops, presentations, and volunteering on campuses throughout the year in partnership with college and university staff
o Oversee the on-campus distribution of Campus Philly’s Insider Guide to Philadelphia
o Maintain data on student and staff use of Campus Philly programs on a school by school basis
o Be prepared to generate regular “report cards” to college partners to demonstrate the impact of Campus Philly programs on their students
o Identify campuses that are under-utilizing Campus Philly programs and intervene to increase usage and engagement

• Innovate in the role
  o Develop partnerships with additional colleges and universities across the region
  o Lead implementation and iterative improvement of pilot “virtual partnership” outreach
  o Contribute new ideas to strengthen college partnerships and serve more schools and students

• Follow trends in the area of higher education and student engagement and integrate that knowledge into Campus Philly’s student programming work and into communications with college partners

• Serve as a connector to key college contacts when Campus Philly corporate members, city partners or other nonprofit partners need introductions

QUALIFICATIONS:

Education: Bachelor’s degree required, with background in higher education management or student life a plus.

Experience: Three to six years’ professional experience in a relationship management role, with experience in higher ed preferred.

Necessary Skills and Abilities:

- Excellent relationship management and project management skills.
- Ability to troubleshoot and pivot when a strategy or tactic does not appear to be effective
- Data and metrics driven and able to track engagement using a suite of tools: Salesforce; Excel; etc.
- Excellent communication skills, both written and oral.
- Strong presentation skills with an ability to connect with and engage student audiences both as a group and one-on-one
- High emotional intelligence to understand and respond to partner need and to collaborate internally to convey college partner expectations
- Ability to supervise interns and staff
• Creative, motivated, and willing to take initiative at all levels of the organization.
• Drivers license

COMPENSATION:

$60,000 annual salary, with benefits that include: health and dental insurance; 15 days paid time off with an additional week between Christmas and New Years when the office is closed and an additional 5-7 national holidays per year; Campus Philly contribution to Simple IRA and student loan reimbursement program.

Campus Philly is an Equal Opportunity Employer.

Provide resume and cover letter to Deborah Diamond, Deborah@campusphilly.org