



DIRECTOR OF STUDENT ENGAGEMENT AND PROGRAMMING MAY 2023

POSITION SUMMARY:

Campus Philly fuels inclusive economic growth by encouraging diverse college students and recent graduates 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 Director of Student Engagement and Programming functions as Campus Philly's relationship manager for college and university partners, maintaining relationships in enrollment management, student life, career services, alumni engagement, 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 that are not currently partners.

The position will also set the schedule and oversee all student-facing programming including CollegeFest, virtual and in-person career programming, and Campus Philly's "Philly Night Out" series of events.

The Director reports to the President of Campus Philly and works in collaboration with the full Campus Philly team.

DUTIES AND RESPONSIBILITIES:

- Manage and cultivate Campus Philly's relationships with 30+ regional colleges and universities, including:
 - Communicating with existing college contacts to ensure they're taking advantage of Campus Philly programs and their expectations are being met
 - Meeting in person with new key college and university staff to promote the use of Campus Philly programs
 - Supervising college partnership renewals and outreach to new partners
 - Maintaining accurate database of college contacts in Salesforce

 - Lead the communications strategy with college and university partners:
 - Creating easy-to-share content and tools for college partners to amplify Campus Philly's programs and events to their students
 - Educating partners about the range of programs, services and communications Campus Philly offers and ensuring they are taking advantage of those programs
 - Developing innovative ways to reach college and university staff to elevate Campus Philly as a valued partner
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- CollegeFest
 - Work together with full Campus Philly team to produce annual “Welcome to Philly” festival for college students, including free museums and a Block Party
 - Collaborate with the Content Director to create resources for higher ed partners to share with students to encourage CollegeFest registration
 - Organize and promote list of participating museums and activities to share with partners
 - Career Programming
 - Strategize with Vice President, Partnerships to organize 3+ career events and networking opportunities for college students and young professionals
 - Stay up to date on in-person versus virtual event trends and share insight with Campus Philly team
 - Curate interesting panels featuring young professionals, covering key points in professional development, networking, job search, and other career topics relevant to college students
 - Organize “Philly Night Out” events each semester
 - Reach out to arts and cultural partners to coordinate 2-3 free or discounted “Philly Night Out” events for college students and recent graduates
 - Work with Philly Night Out partners to create a seamless, fun, and well-attended event; communicate regularly to ensure all partner needs are met
 - Collaborate with Content Director to create all promotional materials for social media, email, website, and more
 - Announce the series of Philly Night Out events to college/university partners; develop a content kit to allow for easy sharing with students
 - Develop and convene advisory councils to advise Campus Philly’s work
 - Identify key stakeholders at partner schools to provide regular insight into specific topics, such as international students, jobs and internships, and more
 - Maintain regular communication with advisory councils, glean feedback and insight through surveys and meetings
 - Convene advisory councils regularly and share gathered feedback with Campus Philly team to inform future events and programming
 - Manage the Student Engagement Coordinator and Campus Philly Street Team
 - Schedule Campus Philly staff and street team members for on-campus events during orientation and welcome weeks
 - Work with Student Engagement Coordinator to create and update the “Philly 101” presentation
 - Oversee Campus Philly swag inventory including stickers, buttons, gift cards, partner swag, and more
 - Work with Content Director to develop signage for on-campus events
 - Activate, fulfill, and track college partnerships
 - Arrange Campus Philly visits, workshops, presentations, and volunteering on campuses throughout the year in partnership with college and university staff
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- Oversee the digital distribution of Campus Philly's "Guide to Philly" and work with partners to identify students to contribute to the Guide each year
 - Maintain data on student and staff use of Campus Philly programs on a school-by-school basis
 - Be prepared to generate regular "report cards" to college partners to demonstrate the impact of Campus Philly programs on their students
 - Identify campuses that are under-utilizing Campus Philly programs and intervene to increase usage and engagement
- Innovate in the role
 - Develop partnerships with additional colleges and universities across the region
 - Lead implementation and iterative improvement of pilot "virtual partnership" outreach
 - Contribute new ideas to strengthen college partnerships and serve more schools and students
 - Follow trends in 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 and Experience: Bachelor's degree required, master's degree in higher education or related field a plus. Three to six years of professional experience. Background in higher education management, student life, or career services preferred.

Necessary Skills and Abilities:

- Excellent relationship management and project management skills
 - Deeply committed to practices that advance diversity, equity, inclusion, and belonging (DEIB)
 - Strong event-planning and event-management skills
 - 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
 - Willingness to supervise interns and staff
 - Creative, motivated, self-starter, and willing to take initiative at all levels of the organization
 - Data and metrics driven and able to track engagement using Salesforce; Excel; etc.
 - Ability to troubleshoot and pivot when a strategy or tactic does not appear to be effective
 - Passion and familiarity with exploring Greater Philadelphia
 - Ability to work remotely with occasional travel to team meetings and partner campuses across the region. Licensed driver preferred.
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COMPENSATION:

Salary Range: \$60K-\$75K, with benefits that include 90% of health care premium, 100% of dental insurance; generous paid time off, flexible and remote work environment, and 3% match to Simple IRA program.

Start date availability: August 1, 2023.

Campus Philly is an Equal Opportunity Employer.

Provide resume and cover letter to Jennifer Kebea, president, Campus Philly - jennifer@campusphilly.org
