



Position Title: Director, Student Engagement

Organizational Overview: 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.

Position Summary: The Director of Student Engagement 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 supports the VP of Partnerships with college and university partnership management and renewal process each spring. The position also sets the schedule and oversees execution of all student and higher ed programming including CollegeFest, career programming, Inclusive Leadership Conference, "Philly Night Out" series, and others.

The Director reports to the Vice President of Partnerships and works in collaboration with the full Campus Philly team. The Director supervises two staff: an AmeriCorps VISTA and a part-time student engagement coordinator.

Duties and Responsibilities:

HIGHER ED PARTNERSHIPS

- Manage and cultivate Campus Philly's relationships with 20+ regional colleges and universities, including:
 - Communicating with existing college contacts to ensure they're taking advantage of Campus Philly programs through curation of the Campus Connector newsletter
 - Meet in-person or virtually with new key college and university staff to promote the use of Campus Philly programs
 - Support the VP of Partnerships with college partnership renewals and outreach to new partners by maintaining accurate database of college contacts in Salesforce and identify key partner contacts
- 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
 - 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 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



- 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
 - Developing innovative ways to reach college and university staff to elevate Campus Philly as a valued partner
 - Work with the VP of Partnerships to develop and convene advisory councils to advise Campus Philly's work
- 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
- Collaborate with VP of Partnerships and President to serve as a connector to key college contacts when Campus Philly corporate members, city partners or other nonprofit partners need introductions

PROGRAMMING

- 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
 - Plan and execute day of plans for Block Party including activations, map, staffing, exhibitor communication and sponsor engagement
- Career Programming
 - Strategize with Partnerships team to organize one fall and spring career event and other networking opportunities for college students and young professionals
 - Curate interesting panels featuring young professionals, covering key points in professional development, networking, job search, and other career topics relevant to college students
 - Act as Campus Philly lead for partnership for ILC with Temple University and manage group registration, day of logistics, and proposal selections as part of the ILC planning committee
 - Create and innovate the My Philly Summer presentation and work with Partnership team to schedule MPS presentations and work with Content team to ensure career content and MPS content is up to date
- Philly Night Out Event Series
 - Collaborate with Senior Director of Content Strategy to identify select events for Street Team activation.
 - Announce the series of Philly Night Out events to college/university partners; develop a content kit to allow for easy sharing with students



MANAGEMENT AND LEADERSHIP

- Manage the Student Engagement Coordinator and Campus Philly Street Team
 - Recruit, hire and train and supervise Student Engagement Coordinator and Street Team members
 - Supervise Student Engagement Coordinator in scheduling Street Team members for on-campus events throughout fall and spring semesters
 - Work with Student Engagement Coordinator to create and update the “Philly 101” presentation
 - Manage Meet Philly Tour partnership with SEPTA partnership and create opportunities for other partnership engagement

- Provide leadership and strategy to the Choose Philly program. Choose Philly is Campus Philly’s concerted effort to ensure local high school and community college students continue their education locally.
 - Set vision for the program each year and oversee AmeriCorps VISTA assigned to this project
 - Coordinate with relevant partners including CCP and other community colleges, local high schools, and out-of-school-time partners

Qualifications:

Education and Experience: Bachelor’s degree required, master’s degree in higher education or related field a plus. Three to five 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



- Resident of Greater Philadelphia. Ability to work remotely with regular travel for team meetings, events, and visits to partner campuses

Salary Range and Benefits:

- **Salary Range:** \$55,000 - \$65,000/annually
- Flexible and remote work environment
- Campus Philly pays 90% of health insurance premium and 100% of dental premium.
- Campus Philly contributes up to 3% of annual salary to a Simple IRA as a match to your contribution
- Generous and flexible PTO policy inclusive of vacation, sick, bereavement, and personal holidays. Paid time off during the week between Christmas and New Year's when the office is closed and on other national holidays as determined each year.

Applications Information:

- Submit your resume and cover letter by email to info@campusphilly.org
- **Application due date:** Wednesday, February 12, 2025
- Anticipated start date: No later than April 1, 2025