



## Director, CIVIC Scholars Program and Marketing/Media

### JOB SUMMARY

The Director of the CIVIC Scholars Program and Marketing/Media is responsible for the planning, operation and success of the CIVIC Scholars program and marketing and media for CIVIC Leadership Institute throughout the year. The Director position reports directly to the President & CEO.

### ESSENTIAL FUNCTIONS

**CIVIC Scholars Program (60%)** – Manage 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.
- Plan the annual calendar of monthly events for Scholars including the coordination of location, speakers, food and transportation.
- Lead all correspondence with program attendees throughout the program from the nomination process through to the closing program.
- Responsible for all external communications related to the Scholars program and its events across social media platforms, website, press releases, and email blasts.
- Manage the CIVIC Scholars program budget.

**Media and Marketing (30%)**– Create internal and external marketing materials and collateral for CIVIC Leadership Institute including major events such as the Darden Awards and Founders’ Luncheon. Create and curate content for social media platforms, manage social media accounts and use data to track metrics to measure the success of social media campaigns. This role requires creativity, excellent communication skills, and the ability to manage multiple projects in a fast-paced environment.

**Community Outreach (10%)** – Maintain a positive and engaging image with stakeholders, program participants, alumni, and the Hampton Roads business community. Attend networking events and partner with other organizations to raise CIVIC’s profile.

### KNOWLEDGE, SKILLS AND ABILITIES

- 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 Programs.
- Experience in event planning; specifically in the research of venues, review of contracts, acquisition of catering and other needs for events.
- Proficiency in Microsoft Office and social media and graphic design software.

### MINIMUM QUALIFICATIONS

Bachelor’s degree of equivalent with 5-7 years of experience in event planning, social media marketing, or graphic design. Experience in non-profit management and budget management, a plus.

### SALARY



This full-time, salaried, exempt position has salary range between \$55,000 and \$65,000, commensurate with experience. 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.

### **EQUAL EMPLOYMENT OPPORTUNITY**

CIVIC Leadership Institute is an equal opportunity employer. We value diversity and are committed to fostering an inclusive environment for all of our employees.

### **APPLICATION PROCESS**

Please email your cover letter and résumé to Dr. Mary Kate Andris at [marykate.andris@civichr.org](mailto:marykate.andris@civichr.org) or submit it online at <https://www.civichr.org/about/career-opportunities/> by April 4, 2025. All inquiries are confidential.