



Hillsborough Street Community Services Corporation

Director of Engagement

Job Description

Hillsborough Street Community Services Corporation (HSCSC) is a 501(c)3 non-profit corporation in Raleigh, North Carolina. The corporation was created by the City of Raleigh in partnership with N.C. State University and the property owners, merchants and residents on and around Hillsborough Street. The HSCSC territory is a 3-mile long corridor that runs on both sides of Hillsborough Street, from St. Mary's School to Meredith College and the I-440 Beltline (including Morgan St., a few side streets and connections with Cameron Village). The territory includes a diverse collection of businesses, organizations, institutions and residential properties.

HSCSC annually provides a range of services and programs that help to make the Hillsborough Street community a better place to live, work, play, shop, dine, learn and visit, including: cleaning, security, beautification, marketing and communications, economic development, special events and tourism, planning and advocacy, parking and transportation, research, arts and community. Funding for the organization is a combination of revenue from a tax increment applied to taxable properties within the district, as approved on an annual basis by the City of Raleigh and Wake County, along with in-kind and financial contributions from North Carolina State University and the City of Raleigh.

Job Overview

The Director of Engagement is responsible for all HSCSC corporate external communications, marketing, community relations, event planning and implementation, residential, institutional and commercial community engagement, and acts as liaison with the arts community.

This position reports directly to the President and Chief Executive Officer (CEO). The Director of Engagement assists the CEO in conceiving and developing new ideas for effective engagement with the stakeholder communities in the territory.

Primary Areas of Responsibility and General Duties

All areas of responsibility require a high level management of staff time, financial resources, coordination with all other team members, coordination with all other organizational priorities and activities, as well as our external stakeholders, to be successful as interwoven activities. The primary areas of responsibility for this position are as follows.

1. Communications
2. Marketing
3. Events
4. Arts and Placemaking

Detailed breakdowns of these areas of responsibility can be found below:

1. Corporate Communications and Marketing
 - a. Manage content and design on the HSCSC web site and social media platforms in coordination with the CEO and staff of the organization.
 - b. Generate content for written and digital marketing materials, including newsletters, presentations, and the website, utilizing state-of-the-art writing, editing, and graphic design that supports the organization's mission and voice;
 - c. Keep web and media outlets up-to-date with current information and scan for outdated content and inactive links. Track media coverage of key issues of importance to the organization;
 - d. Engage paid media to promote the organization, our events, programs, activities and accomplishments. The ability to create the content for the paid media.
 - e. When necessary, develop and distribute press releases related to the organization's work;
 - f. When necessary, develop press conferences and ribbon cuttings for events, businesses and other major announcements.
 - g. Maintain organizational branding, and assist the CEO in developing updated branding and communication strategies;
 - h. Work with the Chief Administrative Officer to keep contact databases for stakeholder communities, public agency key staff, elected officials and other outside contacts related to the work of the organization.

2. Events Management

- a. Planning, scheduling and implementation of annual events, including partnership relations, budget management, promotion, talent contracting, day-of-event oversight, cleanup and follow-up for the annual events, such as:
 - i. Corporate Events, such as:
 - 1. Annual Stakeholder Meeting;
 - 2. Town Halls
 - ii. Public Street Events, such as:
 - 1. Packapalooza
 - 2. Red & White Week
 - 3. Movies in the Garden
 - 4. Holiday Events
 - iii. Any other annual events managed, partnered and/or facilitated by HSCSC
- b. Oversee the management and execution of any other non-annual events through the year; specifically those directly managed by the Engagement Specialists.
- c. Engage with the City Special Events team and review process.
- d. Liaison with Other Agencies' Use of the Street
 - i. Work with the City of Raleigh, NCSU, road race producers, business operators, local residents, etc. to coordinate use of the street for non-HSCSC events;

3. Arts and Placemaking Programs

- a. Manage and/or oversee the management of the following Arts and Placemaking Programs:
 - i. Hillsborough St. banner program;
 - 1. Ensure the HSCSC banners are cared for and properly switched for each season;
 - 2. Facilitate the communication and execution of any other entities (City, Education, Athletic, etc.) who want to display street pole banners on Hillsborough St.
 - ii. HSCSC arts grant program;

- iii. Organize holiday programming and events;
- iv. Engage with the Raleigh arts community to bring public art and arts programming to Hillsborough Street.

4. Volunteer and Stakeholder Engagement

- a. In partnership with the CEO, develop a stakeholder engagement strategy for the multiple stakeholder groups in the territory;
- b. Organize stakeholder engagement and informational events and materials to bring together important stakeholders to leverage the work of the HSCSC;
- c. In partnership with the Economic Development and Planning Manager, communicate important economic and regulatory data about the mission of the HSCSC to various stakeholder groups and to the press;
- d. Engage volunteers in the work of the HSCSC, to help plan and implement events, develop and manage communications tools, and assist in the staff work of the HSCSC. Support the volunteers in scheduling, safety, relevance of their work to their own career goals, and ensure volunteers understand the limits of their engagement with the organization.
- e. Coordinate and manage community relations, neighborhood organizations and residential relationships.

5. Supervisory

- a. Manage the hiring process, train and oversee two full-time Engagement Specialists, including setting goals, periodic evaluations, providing training opportunities and everyday job support;
- b. Manage the work of intern programs relative to engagement operations, working with Engagement Specialists to set goals and oversee the work of interns, and ensure their safety and fulfillment of their experience while serving as interns for the organization, as well as providing letters of reference when appropriate.

West Raleigh Alliance

Regarding our contract to provide staff and operations services to the West Raleigh Alliance (WRA), each team member is responsible for assisting as directed by the President and CEO, in alignment with each staff's existing focus of work

Education and/or Experience required for this position

1. Bachelor's degree from an accredited college or university;
2. 8-12 years prior working experience in event management, project management, placemaking, creative programming or other related area;
3. Communication experience in a public setting, including knowledge of media, branding, public speaking, writing and digital marketing;
4. Or, a combination of education and experience commensurate with the responsibilities of this position;
5. Supervisory experience and knowledge of employee and volunteer motivation is preferred;
6. Prior experience in public art, arts production and promotion is also preferred.

Qualifications

1. Ability to work successfully under a deadline;
2. Strong personal organizational skills;
3. Exceptional judgement regarding public perception, customer service and stakeholder relationship management, especially within a political and public environment.
4. Understanding of contemporary communication technologies, social media, web site design and development;
5. Knowledge of public affairs protocols and engagement with news media;
6. Exceptional verbal and written communication and interpersonal skills;
7. Demonstrated ability to envision, plan, schedule, and implement large-scale public events;
8. Ability to work independently, manage and prioritize multiple projects simultaneously, and thrive in an environment where it is necessary to engage and motivate more than direct reports;
9. Computer skills and proficiency in working with basic software programs such as, but not limited to the following:
 - a. Google Workspace, MS Word, Excel, PowerPoint, Sharepoint (or equivalent);
 - b. Communication and e-marketing platforms (MailChimp, Salesforce, Outlook), CMS platforms (WordPress), graphic design tools (Canva, Adobe Creative Suite);
 - c. Social media and project management tools (HootSuite, Sprout Social);

HSCSC

The position of Director of Engagement with the Hillsborough Street Community Services Corporation (HSCSC) is a full-time, in-office position at the HSCSC's main office, with a competitive compensation and benefits package approved by the corporation's Board of Directors. This position frequently requires work outside the traditional 9am to 5pm work hours and attending in-person meetings outside the office.

The Hillsborough Street Community Services Corporation is an equal opportunity employer committed to complying with state and federal laws and providing equal opportunity in employment to all persons regardless of race, color, national origin, sex, age, religion, veteran status, disability and/or other protected class characteristics.

Application Details

Compensation & Benefits

The salary range for this position is \$75,000 to \$80,000, depending on qualifications and experience.

Benefits package includes:

- * Full paid comprehensive group healthcare, vision and eye coverage
- * Matching retirement plan contribution up to 3%
- * Life and short and long term disability insurance
- * Free on site parking
- * About 13-14 holidays depending on the year and calendar
- * 10 days PTO the first year, increasing with from there
- * \$1000 of approved professional development annually
- * Attendance at IDA annual event(s)
- * Reasonable flex times to achieve a work/life balance

Letter, Resume and Submission Deadline

Please email resume, brief letter of interest, work samples and a list of 3 references to jobs@hillsboroughstreet.org.

The position will remain open until filled, once the position is removed from <https://www.hillsboroughstreet.org/resources/jobs> it has been closed.