



## **Director of Community Development and Strategic Partnerships**

University City Partners (UCP) is a nonprofit organization that invests resources to shape public spaces and plans for a better-built environment that influences the way we live, work, play, and learn in University City. UCP invites others to invest in the community through company headquarters, small to midsize business locations, real estate, or home. Building University City is not only about developing the landscape; it is about building relationships and a stronger forward-moving community.

**Mission:** We envision and implement strategies and actions to drive University City's long-term economic vitality as a center for employment, living, education, commerce, and entertainment.

**Vision** is for Charlotte's University City to be a vibrant place that is urban in scale and design. It will be energized by transit and will be a popular and accessible destination offering diverse and unique choices for living, shopping, working, learning, and leisure. It will become a premier employment center in the region with sophisticated infrastructure and attractive amenities. For more information, visit [universitycitypartners.org](http://universitycitypartners.org).

### **DESCRIPTION:**

Director of Community Development and Strategic Partnerships oversees a wide range of strategic programs, projects, and initiatives that are critical to the short- and long-term development of University City.

This role is guided by the most recent Vision Plan, working in consideration of the four identified themes, with emphasis on *Culture and Character*.

Director will lead in the areas of activation and community engagement around the assets and amenities of University City. Activities will include but will not be limited to UCP signature events, holiday and seasonal events, and support of marketing and promotional strategies of organization and community both in-person and online.

This position interfaces with constituents in the private, nonprofit, education, corporate, and government sectors, proactively exploring opportunities within the municipal service district.

Director leads all efforts with professionalism and a genuine passion for the work and advances the mission of UCP by working with the city, county, and state governments, as well as developers, institutions, business, property owners, residents, and special interest groups.

This position reports to the President and CEO.

### **ESSENTIAL DUTIES AND RESPONSIBILITIES – Program and Project Management**

#### **Program and Project Management**

- Develop and implement strategic programs and initiatives, monitor program performance, and evaluate for efficiency and accomplishments. These programs and initiatives include but are not limited to the University City Farmers Market, Winter Celebration, New Years Day 5K, Niner Nation Week, the UCP branded podcast "Spoken City," among others.
- Apply change, risk, and resource management best practices and principles appropriately to support effective implementation strategies
- Coordinate with project managers, contractors, and other stakeholders to create detailed implementation plans. This includes deadlines, milestones, processes, and risk mitigation protocols



- Set strategic goals and objectives for programs, projects, and initiatives – ensuring alignment with overarching organization mission, vision, and business goals
- Manage and maintain allocated budget

#### **Relationship Management**

- Build, maintain, and improve relationships with key stakeholders and organizations
- Develop and strengthen a robust network of partners and influencers who are not traditionally included in the conversation, including nontraditional organizations and BIPOC-led and focused organizations
- Manage critical relationships with funders and partners

#### **Community Engagement**

- Develop, create, and implement a community engagement plan based on the district's strategic plan, goals, and priorities
- Define, lead, and support the organization's local outreach strategy
- Identify community challenges and help develop strategies for addressing them effectively and proactively with proper stakeholders
- Recruit businesses, organizations, and community members for community-based partnerships, and serve as a liaison between those prospects to include a UCP events, marketing and community engagement committee and the UCity Collective
- Create two-way engagement opportunities that align with and support the district's strategic plan and other initiatives
- Attend relevant community-based events, including but not limited to Charlotte Area Chamber, of Commerce, Charlotte Regional Visitors Authority, Charlotte Regional Business Alliance, and the local event planners association

#### **Public/Marketing Relations**

- Collaborate with PR strategists on the creation of marketing and information materials for programs and projects within the portfolio
- Actively pursue opportunities to promote/market University City
- Manage all assigned marketing, new media, promotion, and communication initiatives to completion
- Serve as a lead contact for PR strategist and other communications-based contractors

#### **Foundation Relations**

- Establish an annual sponsorship program which includes auditing current and past practices and making recommendations according to organization's funding goals
- Explore local and regional funding opportunities for programs and projects within a portfolio, at times working in partnership with appropriate stakeholders

#### **QUALIFICATIONS:**

##### **Education/Experience:**

- Bachelor's degree in marketing, communications, or related field, demonstrating subject matter aptitude
- Three (3) or more years of experience in community relations, community engagement, or outreach and proven leadership in working with a wide range of constituencies



**Skills/Abilities/Knowledge:**

- Ability to manage multiple projects simultaneously
- Research best practices and analyze data around strategies for improvement
- Creative thinking in all areas to fulfill the vision for University City
- Ability to communicate effectively in spoken and written form
- Ability to analyze situations to pinpoint problems and assist with solutions or identifying sources of obstacles
- Ability to bring resources together to resolve a problem or provide a solution
- Develop and maintain effective working relationships
- Ability to work independently with limited supervision
- Knowledge of event planning and execution and project management software, technology, and applications

**Physical Demand:**

- While performing this job, the Director is expected to be onsite for events; work on UCP events and may be asked to perform physical activities as requested. Reasonable accommodations may be made to enable individuals with disabilities to successfully perform the essential functions.

**Compensation:**

- Compensation will be commensurate with education and experience.
- Range is \$81,500.00 - \$85,500.00

If you are interested in this position, email the following information in PDF format to [info@universitycitypartners.org](mailto:info@universitycitypartners.org):

using **Director of Community Development and Strategic Partnerships** in the subject title of your email:

- (1) Cover letter of no more than 500 words outlining why you would be a great fit for this role
- (2) Resume
- (3) Three professional references with their contact information