



## **Classification Description**

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**Job Title: Director, Public Engagement**

**Pay Grade: Administrator**

**Job Code: 4248**

**FLSA Status: Exempt**

### **Job Purpose**

The Director of Public Engagement plays a pivotal role in driving community involvement, increasing event attendance, and cultivating valuable relationships with sponsors. This position is tasked with developing and implementing initiatives to enhance FSW's presence within the community, promote event participation, and foster sponsorship opportunities to support the organization's mission. By fostering meaningful connections with diverse stakeholders and leveraging innovative marketing strategies, the Director of Public Engagement aims to create a vibrant and inclusive environment at FSW, where individuals and businesses alike feel valued, engaged, and inspired to participate in the events and initiatives hosted by the Suncoast Credit Union Arena and the College as a whole. This is a College Administrator on annual contract position.

### **General Responsibilities**

#### **Essential Functions**

Develops and implements strategic plans to enhance public engagement and increase event attendance at the Suncoast Credit Union Arena.

Identifies target audiences and devises tailored outreach initiatives to attract diverse community members to FSW events.

Collaborates with marketing and communications teams to create compelling promotional campaigns, including social media, email marketing, and traditional advertising.

Cultivates and maintains relationships with local businesses, organizations, and community leaders to develop partnerships, collaborative opportunities, and to facilitate potential philanthropic relations, handing them off to the Foundation for further engagement.

Organizes and hosts community engagement events, such as open houses, fan appreciation nights, and sponsor networking events, to foster connections and promote FSW's mission.

Utilizes data analytics and feedback mechanisms to evaluate the effectiveness of engagement strategies and make data-driven adjustments, as needed.

## DIRECTOR, PUBLIC ENGAGEMENT

Collaborates with event management teams to ensure seamless execution of events and provides an exceptional experience for attendees and sponsors.

Stays abreast of industry trends, community needs, and competitor activities to identify opportunities for innovation and improvement.

Collaborates with internal departments, including auxiliary, athletics and marketing to ensure alignment of public engagement efforts with organizational objectives and priorities.

Develops and oversees the implementation of customer feedback mechanisms, surveys, and focus groups to gather insights and continuously improve the attendee experience at FSW events.

Leads efforts to diversify FSW's audience by identifying opportunities to engage underrepresented communities and demographics, ensuring that individuals unfamiliar with FSW are informed of the College's events and initiatives.

Researches and stays informed about emerging trends in event marketing, community engagement, and sponsorship activation to maintain FSW's competitive edge and relevance.

Represents FSW at networking events to build relationships, explore partnership opportunities, and enhance the organization's visibility.

Effectively utilizes the budget for public engagement initiatives, ensuring efficient allocation of resources and maximizing return on investment.

Develops and maintains a comprehensive database of community contacts, sponsors, and partners, and utilizes available tools to track interactions, communications, and engagement metrics.

Proactively identifies opportunities for cross-promotion and collaboration with other local businesses, attractions, and organizations to amplify FSW's reach and impact within the community.

Develops and implements initiatives to enhance alumni participation in campus events, leveraging their expertise and networks for the benefit of current students and the College community.

Provides and maintains cellular telephone and high-speed internet technology services, which allows immediate accessibility to the College through text and voice messages by cellular phone, and responds as needed.

Performs other duties as assigned.

These essential job functions are not to be construed as a complete statement of all duties performed; employees will be required to perform other job-related duties as required. An employee with a disability is encouraged to contact the Human Resources Office to evaluate the job in greater detail in order to determine if she/he can perform the essential functions of this job with or without reasonable accommodation.

**Knowledge, Skills and Abilities**

**Minimum Qualifications**

Master's degree from a regionally accredited institution of higher education in marketing, communications, business administration, or related field.

Proven experience in public engagement, community outreach, or related roles, preferably in the sports, entertainment, or events industry.

Strong interpersonal skills with the ability to build rapport and communicate effectively with diverse stakeholders, including community members, sponsors, and team members.

Knowledge of the local community and its demographics, interests, and cultural nuances is highly desirable.

Ability to independently travel to other locations for College business.

Ability to work evenings and weekends, as needed.

Demonstrated experience using a personal computer, office software such as MS Office and electronic mail.

Demonstrated ability to:

- Think critically and creatively, have a high standard of integrity, and be motivated to incorporate best practices into the organizational culture.
- Exhibit a thorough knowledge of policies, procedures, and outside regulations pertaining to the position.
- Make presentations in front of various group sizes.
- Take initiative and independently plan, organize, coordinate and perform work in various situations where numerous and diverse demands are involved.
- Anticipate, investigate, and analyze problems and address them proactively.
- Communicate effectively, both orally and in writing.
- Establish and maintain effective working relationships with faculty, staff, students and the public.
- Work in a fast-paced, demanding environment.
- Work independently and follow through on assignments.
- Exhibit solid organizational skills and be detail oriented.
- Work with a variety of constituencies and be willing to contribute to a team effort.
- Exercise discretion and good judgment at all times and in all contexts and maintain confidentiality.
- Work effectively with all constituencies of the College.
- Collect, organize, analyze and present information in a meaningful manner.
- Collaborate and be effective working with diverse populations.

**Critical Skills/Expertise**

All employees are expected to:

- Promote a common purpose consistent with stated College goals and demonstrate a commitment to students and the learning environment.
- Possess the knowledge of general written standards and procedures utilized, and have the ability to read, interpret, and follow procedural and policy manual related to the job tasks.
- Demonstrate the ability to respond to supervision, guidance and direction in a positive, receptive manner and in accordance with stated policies.
- Provide quality customer service by creating a welcoming and supportive environment.
- Present a professional image in word, action and attire.
- Demonstrate professionalism in dealing with a diverse population while understanding and respecting each other's view of the world, personalities and working styles.
- Conduct oneself in a manner consistent with the College's standards of ethical conduct.
- Apply effective techniques to create working relationships with others to achieve common goals; successfully communicates and collaborates with others to achieve goals.
- Demonstrate skills necessary to look at situations and processes critically to make recommendations for improvement.

**Work Conditions/Physical Demands/Special Conditions**

Physical: Routinely requires the ability to see, hear, and speak. Routinely requires sitting, bending, stooping, walking. On occasion, incumbents may be required to lift 20 or more pounds.

Environmental: Normal general office.

Mental: Routinely requires the ability to interpret, analyze and perform critical thinking skills.

Approved: April 11, 2024.