



# The **PRESIDENTS' COUNCIL**

*AN ENGINE FOR BLACK BUSINESS GROWTH*

**Supervisory Responsibilities:** N/A

**Contacts:** Students, parents, board members, constituents, vendors, funders, and general public

**FLSA Status:** Salary/Non-exempt

**Hours:** 40 hours per week required

**Salary Range:** \$40-\$50k Annually

Acting as a catalyst for inclusion, The Presidents' Council **Supports, Develops, and Advocates** for our region's current and future generations of African American entrepreneurs and leaders for sustainable wealth creation through **Business Development + Entrepreneurial Support, Ecosystem Building (organizing & mobilizing), and Advocacy + Thought Leadership, Capital Formation + Investments;** affecting influence and accountability at ALL levels that directly impact African American businesses and the communities we serve.

The Presidents' Council, located in downtown Cleveland with convenient access to public transportation, seeks to hire a high energy PC Scholars Program Coordinator. Reporting to Executive Director, this position will oversee all aspects of PC Scholars programming including creating and maintaining its social media campaign and website presence, building relationships with our students, their parents, high schools, colleges and universities to ensure our PC Scholars are graduating high school, entering college and persisting through college completion. **This position requires 40 hours per week, with two Saturdays per month and some evenings.**

The ideal candidate will be experienced in working with youth and be able to work independently with little or no supervision. This individual must quickly master protocols and procedures, adapt to a varied and changing workload, be well organized, task oriented and appreciate the challenge of working in a fast-paced environment. The ability to interact with staff (at all levels) and communicate effectively with parents, students, school officials, board members, community partners, chamber members, and constituents in a high demand environment, sometimes under pressure, remaining flexible, proactive, resourceful and efficient, with a high level of professionalism and confidentiality is crucial to this role. Expert level written and verbal communication skills, strong decision-making ability, positive attitude, high standard of personal accountability, attention to detail, and eagerness to learn and apply new skills are equally important.

## **MUST HAVE:**

- B.A. or B.S, preferably in education, business or non-profit
- Ability to meet deadlines under pressure and work collaboratively with staff at all levels
- Dedication to get the job done, whatever it takes
- Patience, high energy, enthusiasm in working with the public and helping others
- Competency in project management with demonstrated ability to think strategically; set goals and objectives, multi-task and execute strategy while maintaining a balanced perspective between the big picture and attention to detail
- Strong knowledge of MS Office, including Word, Excel, PowerPoint, and Outlook

## **STRONGLY PREFER:**

- Program experience in a non-profit and/or small office environment
- Experience successfully creating and/or driving program work

## **PC Scholars Program Essential Functions:**

### **Programming**

This area of responsibility includes the implementation, management supervision and evaluation of the PC Scholars program of The Presidents' Council, including scheduling, delivery and infrastructure, assistance with program promotion and events/outreach coordination, various administration tasks.

Essential tasks include the following. Other responsibilities may be assigned

### PC Scholars Program Implementation and Infrastructure

- Design, prepare, and execute a customized training curriculum and relevant training materials for each training session
- Identify and train qualified session facilitators based on established metrics
- Identify and recruit eligible program participants based on established metrics and goals
- Manage and oversee program sessions held at specified locations (see program schedule)
- Plan, coordinate and implement sessions
- Establish program policies, procedures, and safety guidelines
- Purchase, maintain and inventory all program equipment and supplies
- Evaluate program and provide feedback
- Report and discuss activity schedule with senior staff
- Communicate policy and information to senior staff
- Communicate program status with senior staff on a weekly basis
- Responsible for the supervision and management of the data management software (SPSS, Survey Monkey, Naviance and SchoolNet)
- Compile, maintain and report monthly, quarterly, and annual program statistics
- Analyze trends in the programs, identifying issues and developing and recommending solutions to senior staff
- Develop, implement, and evaluate recruitment strategies to expand the number of program participants
- Responsible for expansion of the program forming partnerships where appropriate

### Personnel

- Recruit and ensure appropriate training and supervision of instructors and program volunteers
- Provide written evaluation of instructors at the completion of, or during each program
- Maintain open communication lines among instructors, program volunteers and participants
- Schedule instructors and volunteers to ensure safe and competent delivery of services

### Public Relations

- Assist with program and event promotion
- Provide public presentations and demonstrations as needed
- Assist with fundraising events
- Production of newsletter articles and other promotional materials
- Attend and/or present at relevant events, trade shows, volunteer fairs and organizations

### Administration

- Interface with, and cultivate relationships with, professional and community partners
- Assist with program budget development
- Maintain program expenditures within budgeted parameters
- Apprise senior staff of program and project status

## **Social Media**

This area of responsibility includes creating compelling and dynamic content that will build and sustain awareness about The Presidents' Council, using key Social Media sites such as Facebook, YouTube, Twitter, LinkedIn, etc. The PC Scholars Program Coordinator will develop, implement, and monitor social media campaigns across a number of platforms and will write and gather content for electronic publications, social media and blogs. A final report measuring and defining success and activities of the project will be produced with direction from senior management.

Essential tasks include the following. Other responsibilities may be assigned

### Social Media Content Creation:

- Draft content for external communication, blogs, and social networking platforms
- Use creative means to plan, organize and implement a range of social media programs and/or events
- Organize and manage online events that will be hosted by The Presidents' Council and its stakeholders
- Create profiles across all suggested social networks to build communities and drive critical mass to the main site
- Contribute to and regularly update external social sites: such as Facebook, LinkedIn, Twitter, YouTube, and other community sites
- Develop content calendar for these sites
- Lead efforts to capture new audiences, invite friends, create groups, create forums, edit, and distribute new video, audio, and photography footage of brand marketing activities for place on blogs, social networking sites, search engines and creation of podcasts/vodcasts

### Social Media Community Management:

- Respond to stakeholders' inquiries and comments on established channels in real time as necessary
- Listen to and monitor all social media outlets: pages, sites, blogs daily and post/respond on topics or in response to other post/comments
- Convey a sense of community and build our following based on valuation content and mutual sharing
- Keep the sites robust ensuring target audience inclusion
- Promote information and marketing collateral to social media consumers by: augmenting the effectiveness of existing marketing efforts by leveraging pre-captured content, editing and place on blogs, social networking site, search engines and creation of podcasts/vodcasts, etc.

### Website Research and Monitoring:

- Use alerts, search, and other tools to monitor for mentions
- Optimize new releases for search engines and social media consumption

### Train others on using social media platforms effectively

- Create reference manuals for employees
- Ability to cross-train other employees on electronic and social marketing related functions
- Must be comfortable presenting technical information to interns, management team and staff

Below are the 2020 – 2021 goals for the PC Scholars Coordinator. These will be used in performance evaluation. These goals will be in line with the goals of The Presidents' Council when it pertains to the PC Scholars Program.

## **Programming**

### **I. Grow programs/events**

#### ***a. Increase number of participants in programs***

- i. Recruit and Bring in 35 new sophomore students for program year
- ii. Recruit and bring in 10 more students at the junior and senior level

#### ***b. Increase program retention rates and Alumni engagement***

- i. Maintain PC High School Scholars retention rate at 90%
  1. This is measured by the number of students who return from year to year
- ii. Increase alumni engagement measured by volunteer and internship hours

#### ***c. Increase program participant diversity***

- i. Increase the number of total high schools represented in the PC Scholars Program

#### ***d. Increase parent engagement***

- i. Mandatory parent meetings
- ii. Provide parent/Family resources

#### ***e. Improve Communication Channels***

- i. Email
- ii. Social media
- iii. Virtual platforms

### **II. Track program participant statistics for grant reporting and program analysis**

In addition to current metrics which align with the federal methodology that examine whether a student graduates with a bachelor's degree in six years or an associate's degree in three years, our tracking will incorporate components of the Student Achievement Measure (SAM), developed by Bill & Melinda Gates which tracks student's movement across postsecondary institutions.

According to the [National Student Clearinghouse Research Center](#), more than one in five students who complete a degree do so at an institution other than the one where they started. Our methodology will collect data to examine:

- Full-time students attending college for the first time
- Graduated from the college where they started
- Still enrolled at the college where they started
- Transferred to/graduated from one or more subsequent colleges
- Transferred to/still enrolled at a subsequent college
- Have unknown transfer, current enrollment, or graduation status
- Deferred enrollment and reason
- Enrollment Status: Full-time/Part-time
- School demographics (region, population, tuition, etc.)
- Financial Aid

### **III. Increase PC Scholars social media presence**

### **IV. Create pipeline of Facilitators**

- a. Consistently identify and engage qualified candidates to create a robust talent pool of facilitators
- b. Identify, Develop and Maintain a pool of qualified facilitators

### **V. Increase number of secured Paid internships for PC Scholars**

### **VI. Increase PC Scholar alum engagement**

*\*\*This job description may be changed to include new responsibilities and tasks or change existing ones as management deems necessary. Any changes or updates will be communicated by management. \*\**

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**Printed Full Name**

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**Signature**

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**Date**