



Title: Manager of Collegiate Engagement

New Memphis is a not-for-profit organization committed to developing, activating and retaining talent in order to forge a prosperous and vital new Memphis.

Position Summary: The Manager of Collegiate Engagement will lead Launch, a free New Memphis program that connects local and visiting college students year round with the networks and professional opportunities that will inspire them to launch meaningful careers in Memphis.

This role reports to the Director of Marketing and Partnerships. This is a salaried, full-time role (40 hours weekly).

Position responsibilities include:

- With Director of Marketing and Partnerships and team, create a calendar of Launch program events (typically 6 events in the fall and spring semesters, and 6+ events over the course of the summer) for local and visiting college students. The event strategy will meet intended program outcomes and may include helping students:
 - Develop professional skills that will ensure success in an internship
 - Learn about local employers, navigate the workplace, and plot a career
 - Build networks, access professional opportunity, and interact with local professionals
 - Explore Memphis as a great city to live and work
- Work with COO to include company partners in the Launch calendar
 - Communicate opportunities for companies to engage to the COO in a timely manner
 - Deliver follow-up and impact information to participating companies after events
- Execute all Launch events
 - Manage location, logistics, and content of each event
 - Manage relationships with external vendors, facilitators and guest speakers and ensure excellence in their work
 - Leverage existing New Memphis and partner events
 - Deliver an excellent program experience for participants
 - Meet or exceed all event attendance and impact goals
 - Help Development team steward event sponsors and communicate event results
- Ensure the thorough collection of Launch program evaluation data and deliver to New Memphis leadership quarterly
 - Survey participants of each event to track event outcomes and participant satisfaction
 - Survey Launch student participants at the conclusion of summer and each semester to identify impact of event series and communication efforts
 - Track Launch registrant demographics and contact information
 - Conduct annual alumni survey of graduates for three years post-participation
- Drive continuous improvement in the Launch program
 - Work with Director of Marketing and Partnerships to analyze evaluation data and communicate results to broader team
 - Work with Director of Marketing and Partnerships to refine program content and event calendars based on feedback from participants and stakeholders
- Support Marketing and Communications team to develop communication and marketing strategies that drive participants to the Launch program
 - Reach student audiences through on campus communications, a strong online presence, and student engagement at campus events



- Manage relationships with programmatic strategic partners, including higher education institutions, nonprofits, and other groups who can push college students to the Launch program
- Manage a “student ambassador” program to drive Launch awareness on campus and source ideas for relevant event content
- Communicate with local employers to drive their interns into Launch programs year-round (but especially in advance of summer events)
- Coordinate content for monthly e-newsletter to be sent to collegians in database
- Encourage Launch participants to “nominate” new student participants and act as program advocates
- Enter and maintain accurate and complete records of Launch events and attendees in Salesforce.
- Be a New Memphis ambassador, representing the organization at community events.
- Other duties as assigned

Job Requirements:

- 3-5 years relevant experience
- Outstanding oral and written communication skills
- Outstanding organizational skills and follow through
- Demonstrated experience in:
 - Collaborating with a diverse team
 - Balancing multiple and competing priorities, and delivering excellence in a fast-paced environment
 - Identifying and resolving problems creatively and resourcefully
 - Taking initiative and managing work with minimal oversight
- Skilled in:
 - Event planning and execution
 - Project management and problem solving
 - Communicating professionally, written and verbal
 - Innovative and creative thinker, with a track record for translating strategic thinking into action plans and output
 - Developing and maintaining partnerships with outside individuals and organizations
- Proficient in Excel, Outlook, PowerPoint, Word, EventBrite
- Experience with Salesforce beneficial, but not required
- Available extended hours, including evening and weekend time

Excellent benefits include medical/dental/vision insurance, generous retirement contribution plan. We are looking to fill this position immediately.

New Memphis is an Equal Opportunity Employer and does not discriminate on the basis of race, ancestry, national origin, color, religion, gender, age, marital status, sexual orientation, disability or veteran status.