



**Company:** Indiana Black Expo, Inc.  
**Job Title:** Sr. Director of Community Initiatives  
**Department:** Administration  
**Reports To:** Chief Operating Officer  
**Employment Status/Method:** Full-Time/Traditional On-site  
**Location:** Indianapolis, Indiana

**About Us:** Indiana Black Expo, Inc. is a 501c3 organization whose core values for over 50 years consist of: **Integrity. Accountability. Trust. Customer Service. Quality. Teamwork**

*Our mission is to be an effective voice and vehicle for the social and economic advancement of African Americans. We are an equal opportunity/Affirmative Action Employer who does not discriminate regarding age, race, color, religion, gender, sexual orientation, gender identity, gender expression, national origin, protected veteran status, disability, or any other legally protected status.*

### **Job Description**

Reporting to the Chief Operating Officer, the Vice President of Community Initiatives serves as a key team member and an active participant in informing and contributing to the strategic and operational development, implementation and growth of focused community engagement and outreach strategies in addition to targeted IBE youth and family programs. This individual works across several mediums within the organization, actively leading or participating within cross-functional teams charged with reaching organizational goals. This individual will also manage IBE's relationship with third-party marketing and communication firms. In addition, the Senior Director of Community Initiatives leads the sales of the annual Summer Celebration exhibition hall, the Circle City Classic, and other Community Initiatives for the Indiana Black Expo, Inc.

### **Essential Duties and Responsibilities**

- Assist the Chief Operating Officer and the President & CEO with the development of yearly communications plan for IBE and its programs and events, helping to drive attendance, increase public profile and meet overall business strategic goals
- Responsible for raising year-round profile of key IBE programs and events, including Summer Celebration, Circle City Classic® and the Performing Arts Academy
- Communicates with all partner PR/media departments and oversees all media servicing and media operations
- Cultivates new and existing partnerships to ensure strong programmatic and participant achievement outcomes across all IBE programs to ensure participant success
- Interacts closely with corporate sponsors regarding their sponsor deliverables and exhibitor needs
- Supports the development of a data system to continuously evaluate all aspects of the work, to inform any necessary course revisions and to ensure the success of the programs
- Assist with research and writing sponsorship proposals and grants to secure new or continued funding for the Youth and Family Programs department
- Seeks out new programmatic and development opportunities and strategic initiatives within IBE's mission for approval
- Collaborates with various programs, communities, and organizations to define needs, assist in technical planning, design, and implementation of data collection measures and procedures
- Leads and coordinates the development of all publicity announcements and events to include advance media events and new event announcements
- Assists with preparation of speeches and message points for senior executives
- As necessary, serves as spokesperson for IBE and events
- Oversees media credentialing process for all IBE events, including concerts
- Develops IBE's PR community outreach plan and establishes strong relationships with key community stakeholders
- Works with videography and photography PAA instructors regarding media production and services to help enhance expertise and curriculum

### **Education/Qualifications/Skills:**

- Master's degree recommended in nonprofit management, business administration, public administration, community development, or public policy. CFRE designation a plus.
- Ability to be a strategic, critical thinker with strong team and relationship building skills
- Ability to thrive in a transforming, progressive, fast-paced environment
- Advanced communication skillsets both verbal and non-verbal
- Ability to work within budget constraints and develop creative solutions when challenged
- Ability to prioritize tasks and to delegate them when appropriate
- Proficiency with website development, event management and marketing are necessary
- Ideal candidate will have several years of experience of professional experience in a nonprofit organization; demonstrated success in development
- Ability to function well in a high-paced and at times stressful environment.
- Strong acumen with Microsoft Office Suite, Adobe, other CRM/development related tools

**Salary & Benefit Language:** The starting salary for this position is competitive with industry average. Some key benefits include but are not limited to: Full Benefits package (Health/Dental/Vision/Life/Retirement) 10 Paid Holidays per year, Wellness Benefits and more.

**Working Conditions/Physical Requirements:**

- Normal office environment with little exposure to excessive noise, dust, temperature, and the like
- Regular exposure to video display terminals, on and off-site event participation, and periodic travel
- Candidate must be available to work various nights, weekends, and holidays to support key marketing initiatives for organizational related events
- Ability to work prolonged periods of sitting at a desk and working on a computer.
- Must be able to lift to 25 pounds at times
- Ability to walk long distances and stand for periods of time
- Valid Driver's License

For consideration, interested candidates send **your cover letter resume to** [choldsclaw@indianablackexpo.com](mailto:choldsclaw@indianablackexpo.com).