

# Co-Executive Director, External Relations + Community Impact

## Overview and Shared Duties of Co-Executive Directors

CultureWorks Greater Philadelphia is embarking on an innovative journey with a new co-leadership model, appointing two Co-Executive Directors to lead the organization. This progressive approach is designed to enhance collaboration, diversity of thought, and shared responsibility in leadership. Recognizing the dynamic nature of such a model, each job description is set to undergo a review and refinement process on an annual basis, beginning in January 2025. This review will be conducted with the board's approval and input, ensuring that the roles evolve in alignment with the organization's needs and the insights gained during the initial year of this pioneering leadership structure.

The Co-Executive Directors at CultureWorks Greater Philadelphia share a range of critical duties that necessitate close collaboration and shared vision. These shared responsibilities reflect the organization's commitment to a unified leadership approach, ensuring cohesion in strategic decision-making, organizational representation, and internal culture. By working together in these areas, the Co-Executive Directors will reinforce the organization's values of transparency, equity, and innovation.

### Key Shared Responsibilities:

- Organizational Vision, Strategy, and Culture
- Brand Identity and Messaging
- Fundraising and Financial Wellbeing
- Program and Service Development
- Board Engagement & Governance
- Staff Development
- Community Engagement
- Partnerships and Organizational Representation
- Best Practices and Compliance

### Primary Duties:

In the organizational structure of CultureWorks Greater Philadelphia, each of the two Co-Executive Directors holds primary responsibility for different critical aspects of the organization, while actively soliciting input from the other co-executive director, staff, board members, and the wider member community. This inclusive approach ensures that decisions are well-rounded and reflective of diverse perspectives.

The areas overseen by this Co-Executive Director include:

- Board Management and Governance
- Staff and Operational Management

- Marketing and Communications
- Community Engagement and Advocacy
- Digital Infrastructure and Office Management

In each of these areas, the director's role is to lead, strategize, and execute plans while incorporating feedback and ideas from various organizational stakeholders, ensuring that the decisions made reflect the collective vision and needs of CultureWorks.

### **Community Advocacy and External Partnerships:**

- Programs for External Partners: Organize and lead regular CultureWorks programs with organizational partners. Ensure these programs are engaging, reflective of community needs, and effectively facilitated in collaboration with community and external partners.
- Advocacy and Relationship Building: Establish and maintain strong relationships and partnerships, particularly with corporations, government agencies, and other key stakeholders, in order to expand support across sectors.
- Partnership Development: Identify and cultivate strategic partnerships that align with the organization's mission and objectives. This includes exploring opportunities for collaboration, joint ventures, and community initiatives.
- Stakeholder Communication: Maintain regular communication with partners and stakeholders, providing updates on the organization's activities and exploring ways to enhance collaboration.

### **Marketing and Communications:**

- Marketing Strategy: Lead the development and implementation of strategic marketing plans that effectively communicate the organization's mission, programs, and initiatives to diverse audiences.
- External Communications: Manage and enhance all external communications, including the organization's website, email campaigns, social media platforms, and public relations efforts. Ensure content is engaging, informative, and aligned with strategic goals.
- Media Relations: Develop and maintain relationships with media outlets. Craft press releases, manage media inquiries, and organize press conferences to maximize positive coverage and public awareness.
- Campaign Execution: Lead the execution of marketing campaigns, from concept to delivery, ensuring they are innovative, timely, and effective in reaching target audiences.
- Collaboration and Team Leadership: Work closely with marketing and communications consultants and internal teams. Provide leadership and direction to ensure cohesive efforts and successful outcomes.
- Design and Content Creation: Supervise the design and production of marketing materials, including digital content, print media, and promotional items. Oversee content creation to ensure it is compelling, accurate, and reflects the organization's voice.
- Analytics and Reporting: Monitor and analyze marketing performance using data analytics tools. Provide regular reports on the effectiveness of marketing strategies and adjust plans as needed to optimize results.

- Budget Management: Manage the marketing budget, allocating resources efficiently and tracking expenditures to ensure cost-effectiveness.

### **Board Management and Governance:**

- Communication & Engagement: Oversee board communications, recruitment, and engagement. Actively coordinate and facilitate board meetings, ensuring effective board-staff relations.
- Strategic Collaboration: Collaborate with the board and other Co-Executive Director on strategies related to Member/Affiliate Services, Revenue, Leadership, and Governance. Regularly update and revise bylaws, assess board composition, and identify new members.
- Board Development: In partnership with the board and other Co-Executive Director, identify and implement strategies to strengthen the organization in key areas. This includes developing, diversifying, and strengthening the board by:
  - Updating and revising bylaws as necessary.
  - Assessing and addressing gaps in board skills and demographics.
  - Identifying and recruiting diverse, skilled, and passionate candidates for the board, advisory boards, working groups, and other necessary groups.
- Liaison Role: Serve as the primary liaison between the board and staff, ensuring clear communication and maintaining a strong relationship with an active, working board.
- Board Support: Partner with the board in their governance, advocacy, resource development, and strategic planning efforts.
- Pipeline Development: Assist the board in maintaining a robust, diverse pipeline of potential board candidates.
- Subcommittee Coordination: Act as the primary contact for board-relevant subcommittees.

### **Staff and Operational Management:**

- Liaison Responsibilities: Act as the primary liaison between the staff and key stakeholders, including board and organizational partners, facilitating effective communication and alignment of objectives.
- Staff Management: Oversee administration of PTO, reimbursements, professional development, and wellbeing allowances.
- Operational Oversight: Ensure operational management and compliance across the organization.
- Staff Retention & Recruitment: Implement strategies for retaining current staff and lead the hiring and onboarding processes as needed.
- Team Leadership: Recruit, lead, and develop both full-time and part-time employees, fostering a productive and supportive work environment.
- Performance Management: Continuously update and refine the staff review process and professional development framework to align with organizational goals and employee growth.

**Infrastructure and Office Management:**

- Digital Infrastructure Oversight: Oversee and manage the organization's digital infrastructure, ensuring its reliability, security, and efficiency to support operational needs.
- Co-Working Space Management: Efficiently manage the co-working space, ensuring it meets the needs of staff and members while fostering a productive and collaborative environment, while generating revenue and attracting new members.
- Lease and Space Negotiations: Lead lease renewal negotiations and manage office space arrangements, ensuring cost-effectiveness and suitability for the organization's requirements.

**General Support of Co-Executive Director as needed**