

**Houston Local Organizing Committee
2023 NCAA Men's Final Four
Contractor Job Description**

JOB TITLE: Senior Director of Community Relations

SUMMARY: The Senior Director of Community Relations, serves as the HLOC (also referred to as the Houston Local Organizing Committee) liaison with the National Collegiate Athletic Association (NCAA) on all Community Engagement Programs in support of city-wide planning related to the 2023 Men's Final Four and general projects assigned by the Vice President of External Operations and HLOC President. The Senior Director of Community Relations will participate in extensive integrated planning and coordination with all other HLOC functional positions to achieve the desired outcomes and goals of the NCAA staff and those of the HLOC in support of the 2023 Men's Final Four as well as provide any wrap-up support.

ESSENTIAL DUTIES AND RESPONSIBILITIES include the following.

- Will serve the NCAA staff, the HLOC team and the broader community at large with a positive and upbeat attitude while working to achieve all parties desired outcomes for a successful city-wide event of national importance
- Will report directly to the Vice President of External Operations
- Will serve as a member of the HLOC executive team alongside the President of the LOC, VP of External Operations and VP of Operations.
- Will be responsible for the creation, development, support of and execution of a comprehensive community engagement program, including projects, activations and events (i.e. NCAA Read to the Final Four, Legacy Project, Final Four Fan Jam, Final Four Dribble presented by Buick) that will represent the HLOC and the NCAA in an excellent manner.
- Will coordinate all community engagement program messaging with the communications/marketing team to ensure we have a strategic, programmed set of messages designed to keep the Houston area well informed of all of the HLOC's efforts in the community on behalf of the NCAA Men's Final Four.
- Will oversee the HLOC's Minority and Women Owned Business Enterprise program, working with city leaders and the NCAA on potential business opportunities for the event. Understand fully what opportunities are available for local businesses and what items are already taken care of via larger contracts through the NCAA. Be able to communicate clearly what those opportunities are. Oversee and execute the bid process for local opportunities. Integrate with other members of the team to ensure the MWBE program is considered when planning various events
- Provide management and oversight of the Community Relations Coordinator, in fulfilling the duties described here. Assign work, oversee performance of this individual, working as a team to achieve goals.
- Provide management, oversight and direction for the HLOC's Community Relations Committee, which largely consists of:
 - Building the committee, ensuring that it is representative of the many organizations, city partners and stakeholders in the Houston area – in other words, this committee needs to “look” like Houston.
 - Leading monthly meetings for this committee starting in 2022
 - Working with the committee to define and deliver community and people strategy to maximize positive change and enhance local neighborhoods and areas of Houston during the lead-up to the 2023 NCAA Men's Final Four
 - Organizing the committee for assistance with various Final Four community programs or events
- Will be responsible for regular reports as may be required from time to time by the HLOC President, Vice Presidents or Board of Directors.
- Will facilitate scheduling of all meetings between the NCAA staff and the HLOC team regarding community engagement needs, programs and execution of events

- Will work in conjunction with the NCAA, HISD, the CR committee and various local agencies in the development and execution of a community program that will make a positive long-term impact on youth in the city of Houston after the 2023 NCAA Men's Final Four
- Will work to develop and coordinate a formal plan describing infrastructure and quality-of-life legacies the Host Committee will undertake in advance of the 2023 NCAA Men's Final Four
- Manage key partnerships as part of planning and delivery for applicable community engagement events and activations
- Will be responsible for all budget related line items in the NCAA and HLOC approved budget for Community Engagement
- Will prepare, publish and regularly share progress of plans for the Community Engagement and Projects as required by NCAA staff and the President of the HLOC
- Will communicate and provide regular reports to the HLOC team at regularly scheduled meetings
- Will endeavor to be available to all NCAA staff during all site visits leading up to the event and via phone or e-mail during non-site visit times
- Will coordinate with any required 3rd parties outside those already identified in this job description in order to further the goals and objectives of the NCAA and the HLOC
- Will coordinate with all of the HLOC team to ensure seamless, integrated planning and execution of all HLOC responsibilities
- Will be mindful and considerate of all opportunities to save on defined budgets without sacrificing service levels as defined herein
- Will be mindful and considerate of potential opportunities to generate revenue through creative partnerships as long as supported by the NCAA and approved by the NCAA staff
- Will adhere and conform to "Best Practices" from previous NCAA Men's Final Fours as well as other events of National Importance where applicable and approved by the NCAA
- Will seek to innovate and improve over previous NCAA Men's Final Four events performance metrics while staying within guidelines set by the NCAA and the HLOC
- Will perform other such duties, functions, special projects and responsibilities as assigned by the Vice President of External Operations and the President of the HLOC
- Will compile all required after action reports at conclusion of event for submission to NCAA and HLOC staff

MINIMUM QUALIFICATIONS: Bachelor degree. Minimum five (5) years overall community relations, non-profit, event planning and execution experience. Experience may serve as a substitute for education on the basis of two (2) years' experience for one (1) year of education.

POSITION: Is a contractor position. Benefits are not included. Compensation commensurate with experience.

SEND COVER LETTER & RESUME: to info@houston sports.org.

Contractor Description Developed – October 1, 2021
