



Senior Director, Institute for Black America

The College

The American College of Financial Services (The College), a regionally accredited and nonprofit higher education institution located in King of Prussia, Pennsylvania, delivers an educational and impact platform for financial professionals, nonprofit leaders, and consumers. This platform includes applied financial knowledge and education, professional networking and development events, and impact initiatives that benefit the financial services industry and society.

The College's impact continues to be felt through a meaningful mission and a vision that guides its growth plans until 2027 – the institution's centennial celebration. In just the last few years, The College has collected numerous industry awards, developed new educational programs for financial professionals and consumers, and launched a groundbreaking Center of Excellence to narrow the racial wealth gap, promote diversity in financial services professionals, and support underserved communities in their own wealth journey. Through these initiatives, The College has experienced near unprecedented growth to expand its ambitious strategy.

The Center for Economic Empowerment and Equality (CEEE)

The College supports the financial services industry through professional education, graduate studies, relevant research, and customized learning solutions. Established in 2020, The College's Center for Economic Empowerment and Equality (CEEE) is the flagship center for research, thought leadership, curriculum and course development, programming, and scholarships aimed at narrowing the wealth gap and cultivating lasting relationships between financial services and all underserved and underrepresented groups. The Center is committed to promoting economic justice with collective, community-focused solutions that last.

The Role

This is a full-time, leadership position reporting to the Associate Vice President, Centers' Strategy and Operations. The incumbent directly supervises two professional staff members: CEEE Program Director and CEEE Program Manager - to operationalize objectives and ensure projects are executed and goals are defined and met. The incumbent will also partner with the Advancement team on Center fundraising efforts and fulfillment.

Through the *Four Steps Forward for Black America* initiative, the Senior Director will have an unparalleled platform to impact the financial services industry and generate wealth in historically underserved communities across the United States. The Senior Director will need to understand and embrace how these multiple tactics weave together to form a synergistic plan for addressing inequality in financial services and in communities across the country:

- 1. Facilitate Financial Education for Black Women.** – The Center provides thought leadership and subject matter expertise on the thoughts and behavior of Black women regarding their knowledge and utilization of financial resources (e.g., advisors, education, etc.). Conduct research and focus groups at the college and community level and develop and deliver a culturally relevant financial education program (Know Yourself Grow Your Wealth - KYGYW), uniquely designed to address systemic wealth inequality, increase knowledge, and empower financial wellbeing in the Black community.
- 2. Support Recruitment and Retention of Blacks in Financial Services.** The Center rallies and supports financial services firms and trade organizations in identifying top advisors to serve as mentors and coaches focused on creating and fostering a collaborative, inclusive environment to improve how Black professionals view their career prospects and become successful. Offerings include the Conference of African American Financial Professionals (CAAFP), NextGen and mentoring programs. Act as convenor and partner with client companies to coordinate best practices across the industry.
- 3. Identify and Develop the Next Generation of Black Leaders in Financial Services Firms.** The Center developed and facilitates an executive leadership program that supports career growth and builds stronger communication and relationship skills between sponsors and fellows – The Black Executive Leadership Program (BELP) - assists Black leaders with breaking through the ceiling present in the corporate environment.
- 4. Create a collective impact initiative that can be executed at the community level, backed by financial resources and top-tier talent from national organizations.** The Center has created a platform that allows us to work alongside like-minded individuals and corporations, to create lasting change in how underserved communities view and establish wealth. Such a platform will require the best financial and investment tools at the profession’s disposal, as well as the boots on the ground that understand that policy work can deliver the greatest impact.

Goals and Deliverables

1. Develop and maintain a coalition of financial services firms united behind a shared vision and leverage those relationships to earn the trust of leadership in the financial services industry.
2. Bring together a diverse group of constituencies (business leaders, community leaders, academics, elected officials, policy experts) to help shape a vision for what is possible through shared commitment and action and persuasively make the case to leaders in the sector.
3. Act as convener, facilitator, and translator to lead coalitions, forge alliances, and develop partnerships with people and organizations who share a common set of goals.

4. Balance the urgent need to focus on Black America by building and maintaining programs and initiatives that focus on addressing disparities in this particular segment of the population.
5. Balance the immediate focus on the Black community while helping to create a longer-term strategy of addressing broader inequalities, and building bridges and coalitions that cross traditional divides to lift all historically marginalized groups and underserved communities.
6. Sustain and grow enthusiasm for the Center's efforts while elevating it to an increasingly broad and diverse audience.
7. Manage and collaborate with other College departments, Centers, and external contractors and facilitators, etc. to maintain open communications, alignment, and to ensure execution.
8. Work with Business Development, client companies, and internal and external marketing professionals to secure participants for the Center's programs (BELP, CAAFP, KYGYW, etc.).
9. Lead the planning and execution of CEEE-related events (in-person & virtual) including managing vendors and facilitators (contracts, SOWs, funding agreements, etc.).
10. Serve on CAAFP Planning Committee and assist with implementation pre-, during, and post-conference.
11. Provide subject matter expertise support in the development and implementation of the CEEE on-line community platform, and the AA scholarship and KYGYW programs.
12. Provide operational support, budget planning and assessment/impact reporting to the Center and perform other duties as assigned.

Qualifications and Experience

- A bachelor's degree is required with five-seven years of experience in a related field (financial services, higher education, etc.) or an equivalent combination of education and experience. (Higher education degree preferred).
- Strong business acumen with significant experience in a senior management role in the corporate or non-profit sectors.
- Familiarity with the financial services industry and a demonstrated commitment to addressing long-standing issues of racial injustice and inequality in underserved and underrepresented communities.
- Sound strategy development, analytical, problem solving, organizational, and planning skills.
- Must be self-directed and demonstrate the ability to execute against deliverables, to work individually and as part of a team.
- Experience and comfort using data and metrics to inform decisions and ability to assist in developing impact reports on CEEE programs, products, and services.
- Must be able to prioritize multiple assignments and deliver results in a high-touch, fast-paced, deadline-oriented environment.
- Excellent interpersonal, written, verbal communications, presentation, and persuasion skills with an ability to communicate with varied audiences, including key stakeholders, corporate executives, community groups, and academics.
- Experience building coalitions and partnerships to achieve shared goals.
- A personal commitment to continuing professional education.

To Apply

The American College is an equal opportunity employer and welcomes applications from all qualified individuals. We administer all phases of employment activity without regard to race, color, national origin, religion, age, gender, sexual orientation, marital, disability, military, or veteran status.

Inquiries, nominations, and referrals should be directed to Deborah.Glenn@theamericancollege.edu. To apply, send resume and cover letter to Nikki.Bruno@theamericancollege.edu. Include Senior Director, Institute for Black America in the subject line.