

# **Sr. Director of Corporate Social Responsibility**

Florida Blue Foundation

**Would you enjoy building community relationships on behalf of GuideWell and Florida Blue? Do you have a strong background in corporate social responsibility? Do you have experience in budget management and evaluating grants and community partnerships? If so, read on and get ready to apply!**

## **Job Summary**

Serves as the primary integrator for all Corporate Social Responsibility (CSR) strategies and initiatives between the Enterprise and the regional Local Presence teams. Integrates with Local Presence and GuideWell functional units and entities to ensure close collaboration and alignment with CSR/social impact initiatives and Healthy Communities activities in the region; leads implementation of CSR programs and activities, working with Local Presence teams, GuideWell Communities, volunteers, and external groups. Serves as member of the Local Presence regional team, with a matrix relationship to the Market President.

**Note:** This role is eligible for remote, hybrid or on-site, however, the selected candidate for this role MUST live within a commutable range of central FL to include Orlando, Sanford, Daytona and Kissimmee, i.e.

## **What You Will Be Doing:**

- **Corporate Social Responsibility Integration and Alignment**
  - Lead the process to develop an annual regional Corporate Social Responsibility strategy and implementation plan, working in close collaboration with the market president and regional Local Presence/LMI teams to align with the CSR Enterprise goals and regional business goals.
  - Lead and/or support the Enterprise Social Impact/ESG initiatives in coordination with the Enterprise and regions
  - Align CSR strategies across GuideWell entities and functional business areas with a regional focus, in close collaboration with Local Presence markets to align priorities.

Coordinate with GW Assets in regions on CSR activities. Lead integrator for all CSR strategies to ensure close collaboration and alignment with Healthy Communities activities at a regional and Enterprise level.

- Coordinate CSR activities across region's key areas and defined specific regional strategies. Report on regional progress in collaboration with market presidents. Monitor the implementation of the regional CSR strategies with Enterprise and local market teams.

- Identify interdependencies and integrate CSR efforts and resources to reduce duplication of efforts across the organization.

- Act as a liaison for the Foundation to regional office employees, GuideWell Health subsidiaries, as well as Florida Blue Centers, working with the regions on their community involvement and serving as a representative for GuideWell and Florida Blue when needed. Coordinate with Foundation to inform on corporate contributions and guide Local Market Foundation activities.

- Serves on Healthy Communities Priority Teams – serves and may lead one of the Healthy Communities priority teams and contribute to the other teams by helping identify, develop, implement and coordinate all efforts and interventions focused on a particular priority.

- **Community Partnerships/Investments and Event Management**

Serves as a main contact for non-profit, community-based organizations in the region and manages the company's relationship with non-profits; maintains a master community organization/relationship list; supports and closely collaborates with the market president's role in the community, as well as the other Local Presence/LMI roles that have community presence.

Lead regional CSR and local market community charitable activities -- guide and direct community investments and lead the activation of charitable sponsorships and Foundation programs. Work closely with Local Presence team using a charitable giving process to identify non-profit organizations that align to the company's mission and regional business goals to strengthen relationships in local communities.

- Manage applications, payments, activation and logistics of Local Presence community sponsorships including event logistics, marketing, benefits activation, company presence and follow-up evaluation to support strategic growth, strengthen business relationships and increase brand awareness in the local market.

- Develops plan for regional allocation of Foundation funding and collaborates with

Foundation team to ensure that regional plan is implemented.

- Evaluate success of each event to assist in determining future support and identify opportunities and solutions for improvement.
  - Manage multiple community support budgets effectively to maintain positive variance and achieve administrative budget targets.
  - Act as regional liaison for BluePartners program.
  - Partner with Local Presence team on the strategic and tactical prioritization of community programs and initiatives in each market to achieve Enterprise guidance (i.e., areas of focus, 80/20 funding, etc.) and support market priorities.
  - Assist in the evaluation of community investment programs and identify measurable outcomes that can be reported to the Enterprise and community.
  - Lead and direct communications of CSR areas of focus, funding programs and grants to current and potential community partners.
  - Support Local Presence leadership in facilitating the coordination and consideration of Enterprise leaders serving on the boards of community partners in each market
- **Local Market Integration/Development**
    - Gather market and competitor intelligence and additional data to support the development of regional CSR strategies. Scan the business for new and ongoing efforts related to the CSR priorities, collect best practices, and share knowledge across the organization. Understand goals and strategies of business area and identify alignment opportunities with CSR.
    - Collaborate with the Local Presence Strategic Programs and Local Partner Manager and other LMI roles to ensure integration of community partners with all Enterprise and local initiatives (GTM, disaster recovery, strategic efforts). Collaborate with Local Presence and Sales in sales activities and marketing initiatives, where applicable, that lead to the accomplishment of Enterprise goals through existing or new community partnerships. Works with Enterprise Communications to develop communications plan and align strategies for marketing and promotion of CSR regional activities.
    - Build, develop and maintain meaningful and collaborative internal and external relationships, community partnerships and key governmental contacts to expand/cultivate and grow strategic relationships.

- Effectively represent the company at community and business functions as a “face” of the company. Provides regional external leadership to community through experience, knowledge and reputation, making Florida Blue a trusted advisor in communities we serve through participation in external boards and committees, community leadership and as a spokesperson for external speaking engagements.
- Participates in regional performance reviews and local business planning sessions to ensure CSR integration and alignment. Contribute to the local ecosystem partners plan for local strategy development.
- **Organizational Effectiveness & Cultural Competence**
  - Under the direction of the employee engagement manager, assist in the coordination of regional employee engagement events, meetings and activities including community service teambuilding. Support all Enterprise employee engagement programs within the region (United Way, Florida Blue Volunteers, etc). Coordinate with Foundation Learning and Leadership team to support and promote learning activities. Ensure employees have received the appropriate training to serve as community representatives for the Enterprise.
  - Support Local Presence and Human Resources to improve and/or maintain employee engagement, trust and morale as required to meet CPI goals.
  - Support regional Guidewell Communities to ensure appropriate regional representation and the goal of an inclusive/respectful workplace.

The essential functions listed represent the major duties of this role, additional duties may be assigned.

**What You Must Have:**

6+ years related work experience. Experience Details: Community relations, Corporate Social Responsibility or related field

Related Bachelor’s degree or additional related equivalent work experience

**Additional Required Qualifications**

Demonstrated experience in developing and managing philanthropic programs and working effectively with non-profit organizations Strong community presence and proven ability to develop persuasive presentations and communication materials. Experience communicating effectively with all levels of an organization and to diverse audiences Demonstrated ability to collaborate both internally among departments and externally with key stakeholders; ability to work in a matrix or virtual environment. Experience getting things done through networking and collaboration in a complex, multi-company and matrixed environment; strong comfort level with ambiguity and managing multiple priorities Excellent relationship and interpersonal skills;

highly collaborative – experience building rapport and establishing credibility quickly with all levels of the organization and with external partners; experience acting in a consultative role with multi levels and areas of businesses while driving for planned results. Self-starter with the ability to work independently and within a team. Must be able to influence without authority and work with all levels of the enterprise. Ability to lead and to coordinate efforts across functional teams. Strong budget development and management skills; strong technology skills to manage and work with databases and spreadsheets Ability to travel extensively to local community based events (travel 50-75%) with ability to work evening/weekend hours Experience collaborating with others to communicate a vision, orchestrate a process to execute on that vision, establish an effective governance process, and influence and inspire others.

**What We Would Preferred:**

Master's degree

Bilingual communications skills, preferably English/Spanish

**General Physical Demands**

Sedentary work: Exerting up to 10 pounds of force occasionally to move objects. Jobs are sedentary if traversing activities are required only occasionally.

Physical/Environmental Activities

Must be able to travel to multiple locations for work (i.e. travel to attend meetings, events, conferences). Frequently

**What We Offer:**

As a Florida Blue employee, you will thrive in our Be Well, Work Well, GuideWell culture where being well as an individual, and working well as a team, are both important in serving our members and communities.

To support your wellbeing, comprehensive benefits are offered. As an employee, you will have access to:

- Medical, dental, vision, life and global travel health insurance;
- Income protection benefits: life insurance, Short- and long-term disability programs;
- Leave programs to support personal circumstances;
- Retirement Savings Plan includes employer contribution and employer match;
- Paid time off, volunteer time off, and 11 holidays
- Additional voluntary benefits available; and
- A comprehensive wellness program

- Employee benefits are designed to align with federal and state employment laws. Benefits may vary based on the state in which work is performed. Benefits for intern, part-time and seasonal employees may differ.

To support your financial wellbeing, we offer competitive pay as well as opportunities for incentive or commission compensation. We also conduct regular annual reviews with pay for performance considerations for base pay increases.

**Annualized Salary Range:** \$85,900 - \$139,600

**Typical Annualized Hiring Range:** \$85,900 - \$107,400

Final pay will be determined with consideration of market competitiveness, internal equity, and the job-related knowledge, skills, training, and experience you bring.

We are an Equal Opportunity/Protected Veteran/Disabled Employer committed to creating a diverse, inclusive and equitable culture for our employees and communities.