



## Community Engagement Manager Manager 3

### Summary

The Community Engagement Manager position has high levels of experience in marketing, communications, facilitation and community engagement or related fields and content area expertise. The position has significant responsibility for leading community engagement efforts across all program areas of the organization and coordinates with multiple members of staff and partner organizations. The Community Engagement Manager will serve as the organization's Public Information Officer (PIO) and chief staff member responsible for coordinating requests submitted through the Freedom of Information Act (FOIA) for PlanRVA and its affiliate organizations.

### Essential Functions

- Maintaining the community engagement strategy including evaluation and updates to the strategy
- Providing strategic guidance on communications and outreach
- Coordinating participation in community events
- Executing strategies to engage Tribes, historically underserved and limited English proficient communities
- Serving as an alternate spokesperson for the organization
- Serving as the agency's Title VI coordinator, Public Information Officer and FOIA Compliance Officer
- Managing all outreach and communications including media outreach, social media, events with execution support from Project Coordinator
- Reviewing all public materials for consistency with branding and messaging
- Assisting with the development and execution of project-based community engagement plans with the support of Planners
- Attending meetings and preparing and delivering public presentations
- Attending partner and community events as a representative of PlanRVA
- Coordinating with marketing consultants, translators and interpreters as needed
- Managing publication of Public Engagement Annual Report related to agency management and programmatic compliance
- Training staff to be community ambassadors of PlanRVA and enable staff to assist in community engagement efforts as part of their role and responsibility
- Establish and grow connections to community organizations, stakeholder groups, and citizen representatives to encourage involvement in agency processes throughout their lifecycle
- Incorporate diversity, equity, and inclusion principles into agency planning and engagement policies and develop standard practices for employees to follow

### Competencies

- *Communication Expertise*, including: Effective verbal and written communication skills; ability to present technical information in a formal and informal setting; strong in listening and facilitation skills; proficiency in alternative communications platforms including social and print media, promotional collateral and presentation platforms. Website design and content update experience.



- *Project Management*, including: Strong organizational skills and capacity for multi-tasking on independent and team-based work; motivated self-starter with ability to work independently and in multidisciplinary teams. Ability to maintain and manage multiple large and long-term projects and provide status updates on each at regular intervals and to support subordinate's development in this area. Experience with event planning and other community engagement activities.
- *Problem Solving and Analysis*, including: Experience with performing literature reviews, web based and other qualitative research such as interviews and surveys; experience with research methods, survey and statistical analysis principles; possesses strong analytical and data synthesis skills.
- *Technical Capacity*, including: Competency in basic (MS Office, Adobe Suite) and advanced (Adobe Creative Suite, InDesign, Canva, CRM and webpage platforms) computer applications; Advanced knowledge of principles, methodology, practices of community engagement, public relations and communications; Practical experience with federal and state funding programs and governmental agencies, requirements and performance standards.

### **Supervisory Responsibility**

This position will be responsible for direct supervision of employee(s) and has responsibility for project management and team coordination across the agency.

### **Position Type/ Expected Hours of Work**

This is a full-time position with a flexible schedule provided coordination and communication is a priority. Occasional evening and weekend work may be required for specific project deadlines or meetings as job duties demand.

### **Travel**

Regular travel within the region for meetings is expected.

### **Required Education and Experience**

Applicable education and lived experience with 8 or more years' practical experience in marketing, communications, event coordination, or community engagement or a related field or an equivalent combination of education and experience.

### **Preferred Education and Experience**

Bachelor's degree in marketing, communications, business or related field or combination of other degree and equivalent community experience.

### **Work Environment**

This position operates in a professional office setting. This role routinely uses standard office equipment such as computers, phones, photocopiers, and filing cabinets.



### **Physical Demands**

While performing duties of this job, the employee is regularly required to talk or hear. The employee is frequently required to stand, walk, use hands to touch, handle or feel and to reach with hands and arms.

The position requires the ability to occasionally lift office products, small equipment and supplies up to 30 pounds.

Must possess the visual acuity to prepare data and statistics, to perform accounting, to operate a computer, and to read extensively.

### **Additional Eligibility Qualifications**

None required for this position.

### **Work Authorization/ Security Clearance**

The position does not require a criminal background check.

-----

This position description is not designed to cover or contain comprehensive listing of activities, duties or responsibilities that are required of the employee for this position. Duties, responsibilities, and activities may change at any time with or without notice.

-----

PlanRVA strives to cultivate and maintain an inclusive culture among its staff members. We are committed to the principle of equal employment opportunity for all employees and to providing employees with a work environment free of discrimination and harassment. All employment decisions are based on agency need, job requirements and individual qualifications, without regard to race, sex, color, national origin, religion, sexual orientation, gender identity, age, veteran status, political affiliation, genetics, disability or any other status protected by the laws or regulations applicable in the Commonwealth of Virginia.