



TRI-COUNTY
regional planning commission

**DIRECTOR OF MARKETING & COMMUNITY OUTREACH
POSITION DESCRIPTION**

POSITION SUMMARY

The Director of Marketing & Community Outreach is a full-time, salaried position with traditional weekday office hours and some evening meetings, travel, and events outside of regular office hours. Primary duties include coordinating all digital and print communications, marketing, publications, media, social media, events, website management, and public education and outreach for the organization and its programs. The marketing director develops and implements communication activities that engage and solicit feedback from the community, improve and enhance the organization's image, and maximize the visibility of Tri-County's work. This position reports to the Executive Director.

AREAS OF RESPONSIBILITY AND PRINCIPAL DUTIES

- Collaborates with the executive director, deputy director, and program and administrative staff to write and design newsletters, annual reports, event materials, brochures, press releases, email marketing communications, legal notices, graphics, and other public-facing publications
- Manages and develops content for the agency's website and social media accounts
- Implements and maintains the agency's Public Participation Plan(s); coordinates public participation and outreach initiatives to engage the public and create interest in the agency's projects, plans, and programs
- Formats and designs technical documents
- Coordinates special agency-wide event logistics; manages strategic direction, concepts, and visioning for events; works with the deputy and executive directors to create event programming and content; creates and directs event communications
- Manages email marketing software and supports administrative staff with the agency's contact database
- Upholds agency image standards and acts as quality control for correspondence, communications, and public-facing documents; edits materials for correct grammar and syntax as needed
- Maintains a public presence and builds relationships with community members and media representatives; participates in external events as appropriate
- Serves as a professional and enthusiastic ambassador for the agency and its programs
- Supports executive director with news media and public speaking obligations as needed
- Assists with event photography as needed
- Operates a variety of Adobe and Microsoft applications, including InDesign, Photoshop, Illustrator, Word, Excel, PowerPoint, Publisher, and Outlook

POSITION QUALIFICATIONS AND REQUIREMENTS

Education

A bachelor's degree is required; journalism, communications, advertising, public relations, or marketing preferred.

Experience

This position requires a minimum of 2 years' professional experience directly related to planning, community development, marketing, communications, media, social media, or related fields.

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Knowledge, Skills, and Abilities

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required.

- **Superior writing skills required:** extensive successful writing and editing experience with a variety of print and online communications media
- Strong interpersonal and verbal communication skills; ability to professionally communicate and interact with office staff, elected officials, community partners, and the public
- Excellent relationship-building skills, comfortable public presence, and passion for building community support; experience in public speaking and media relations a plus
- Experience creating and implementing targeted social media strategies; experience in search engine optimization and using social media analytics to track performance toward goals a plus
- Eye for design and experience with graphic design software (such as InDesign, Photoshop, Illustrator, etc.)
- Experience planning and implementing events
- Experience producing brochures, newsletters, annual reports, flyers, invitations, press releases and electronic communications; experience with email marketing/customer relationship management software (such as Constant Contact and Act!)
- Proficiency and comfort with technology and Microsoft Office applications, including Word, Excel, PowerPoint, Publisher, and Outlook
- Experience in website management and web content development
- Experience working with local, state, or federal governments; experience communicating complicated topics
- Collaborative, flexible team player
- Detail oriented and passionate about quality
- Proactive and self-motivated; willingness and desire to improve and learn new processes
- Well organized and able to meet deadlines; ability to manage multiple projects and issues simultaneously and complete them on time with minimal supervision
- Maintains a professional, non-partisan public profile consistent with organizational values and the agency's role as a neutral facilitator
- A valid driver's license and willingness to travel on business

COMPENSATION AND BENEFITS

Pay range of \$41,038-\$56,163; starting compensation commensurate with qualifications and experience. Benefits include medical and dental insurance coverage, group life insurance, long- and short-term disability insurance, and a retirement plan.

Qualified persons wishing to be considered for this position must submit an application, including a resume and cover letter, by 5 p.m. on March 20, 2019. Visit mitcrpc.org/careers to apply