



**TRI-COUNTY**  
regional planning commission

## **DIRECTOR OF MARKETING & COMMUNITY ENGAGEMENT POSITION DESCRIPTION**

### **POSITION SUMMARY**

The Director of Marketing & Community Engagement 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 agency and its programs. This position develops and implements communication activities that engage and solicit feedback from the community, improve and enhance the agency'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 agency staff to write and design newsletters, annual reports, event materials, brochures, press releases and announcements, email marketing communications, legal notices, graphics, and other public-facing publications and digital and printed materials.
- Manages and develops content for the agency's website and social media accounts; coordinates social media strategies and special digital campaigns as needed.
- Implements and maintains the agency's Public Participation Plan(s) and Consultation Process; develops and coordinates public participation initiatives and creative outreach strategies to engage the public and community stakeholders and create interest in the agency's projects, plans, and programs.
- Formats, edits, and designs technical documents.
- Coordinates special agency-wide event logistics; manages strategic direction, concepts, and visioning for events; works to create event programming and content; creates and manages 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 and deputy directors 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.

[WWW.MITCRPC.ORG](http://WWW.MITCRPC.ORG)

3135 PINE TREE RD | SUITE 2C | LANSING, MI 48911

**P:** (517) 393-0342 | **F:** (517) 393-4424

### 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.

### 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 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 and ability to translate technical concepts into plain language.
- Experience planning and implementing events.
- 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, reliable method of transportation, and willingness to travel on business.

### **COMPENSATION AND BENEFITS**

This position is classified within Level III of the salary scale; pay \$49,049-\$67,127. Starting compensation commensurate with qualifications and experience. Benefits include medical and dental insurance coverage for employee and family, group life insurance, long- and short-term disability insurance, and a retirement plan.

### **TO APPLY**

Qualified persons wishing to be considered for this position must submit an application, including a resume and cover letter, following the instructions at [mitcrpc.org/careers](http://mitcrpc.org/careers). Position open until filled.