



## Community Engagement Manager Job Description (revised 2/13/18)

### POSITION SUMMARY:

The Community Engagement Manager position is a full-time, salaried position with benefits, responsible for collaborating with internal staff and a wide range of external partners and consultants to engage the community with the organization's mission, vision and projects. Projects range from long-term strategy and planning to executing engagements throughout the lifecycle of a greenway project to day-to-day customer service. This position demands an experienced professional with both strategic thinking and high attention to detail, impeccable communication skills, excellent ability to multi-task, and dedication to the team.

This position interacts with people from all backgrounds, throughout the St. Louis region. Stakeholders can range from technical advisors, to consultants to elected officials to residents. This position requires being skilled at engaging at all levels. Great Rivers Greenway has an overall engagement strategy and framework that has been developed in collaboration with staff, board and partners to guide these efforts. This position will also support all departments with any engagement needs, above and beyond typical greenway building projects.

### ORGANIZATIONAL RELATIONSHIPS:

Reports to: Vice President of Communications & Outreach  
Supervises: Consultants  
Collaborates with: Project Managers, Communications Manager, Community Program Manager, Outreach & Visitor's Center Coordinator, Communications Coordinator, all staff, boards, partners

### ESSENTIAL FUNCTIONS:

The following are normal for this position. These are not to be construed as exclusive or all-inclusive. Other duties are required and will be assigned as needed.

- Manage strategy and planning for all community engagement efforts.
  - Follow organizational standards for community engagement, while updating with research and best practices from the industry.
  - Procure, onboard and manage vendors to support efforts as necessary.
  - Coordinate with staff and partners to plan, execute and manage engagement process and keep integrated with project management software.
  - Coordinate region-wide engagement activities such as the Greenway Advisors program.
- Plan and execute engagement activities for each project collaboratively with staff, partners and vendors to ensure community buy-in and awareness and ensure community input in key decisions.
  - Research each community and engage key stakeholders to tailor engagement strategy to any given project.
  - Engage the community throughout lifecycle of all greenway projects, ranging from events, programs, surveys, online and offline engagement.
  - Recruit, train and maintain relationships with Champions for each project to support communications efforts on an ongoing basis.

- Support all departments as needed
  - Build: Support administration of signage and wayfinding program, planning projects
  - Promote: Support focus groups, Betterment projects, events and programs as needed
  - Sustain: Support community engagement efforts related to major operations and maintenance or conservation projects as needed

## **POSITION QUALIFICATION REQUIREMENTS**

### Education/Training:

- Bachelor's degree in a field which demonstrates the knowledge, skills, and abilities necessary to do the work of the position.

### Experience:

- Five (5) years of progressively responsible experience related to the duties of this position
- Municipal, government or nonprofit experience preferred, whether that is through direct service or client work
- Experience with planning, community development, trail and park-related projects preferred
- Knowledge of the St. Louis metropolitan region preferred.

### Skills and Abilities:

*(These may be representative but not all inclusive of those commonly associated with this position.)*

- Be self-directed and possess sound judgment.
- Firm grasp on championing project goals, managing budget, timelines and deliverables with internal staff and external partners, vendors and stakeholders.
- Ability to complete tasks and duties in a timely and accurate manner with minimal supervision.
- Strong interpersonal and communication skills with the ability to establish and maintain solid relationships with a diverse internal and external team.
- Ability to represent and reflect organizational values.
- Ability to think and act strategically for successful community engagement.
- Efficient, high-capacity self-starter who thrives in a fast paced work environment.
- Excellent written and verbal communication skills.
- Strong organizational skills with good attention to detail and ability to disseminate information clearly and concisely.
- Ability to coordinate a variety of unrelated functions and handle multiple projects concurrently.
- Team-oriented with a commitment to sustaining strong, productive working partnerships with all staff, board members, consultants, volunteers and the overall community.
- Ability to handle difficult communication through a variety of channels, performs well under pressure.
- Demonstrated understanding of diversity, equity and inclusionary practices, engagement best practices and cultural competence.
- Demonstrated success in community engagement and/or organizing, outreach methods, active listening, conflict resolution and compromise.
- Ability to synthesize and present technical information to a variety of audiences.

## Technical Skills:

- PC operation at a skilled level
- Proficiency with Microsoft Office (Word, Excel, PowerPoint)
- Ability to learn software applications as necessary
- Experience with public engagement and public speaking
- Skilled in writing, listening and speaking in English
- Second language competency encouraged
- Training or familiarity with GIS software encouraged

## Machines, Tools, Equipment and Work Aids:

*(These may be representative but not all inclusive of those commonly associated with this position.)*

- PC and associated software, commercial printer, telephone, copier, camera

## License(s)/Certification(s) Required:

- None required but professional development encouraged

## On-The-Job Training Time:

- Six (6) to eight (8) months, depending on previous experience

## Physical/Visual Activities or Demands:

*(These may be representative but not all inclusive of those commonly associated with this position.)*

- While performing the duties of this position the employee is regularly required to sit, talk and hear. Vision requirements include close vision, ability to adjust and focus, distance vision (clear vision at 20 feet or more), ability to judge distances and spatial relationships.

## Work Environment:

*(These may be representative but not all inclusive of environmental and atmospheric conditions commonly associated with this position.)*

- Primarily normal office conditions; the noise level in the environment is moderate. Occasional exposure to weather conditions when necessary.
- This position does require some evening and weekend commitments.

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