



ROANOKE VALLEY-ALLEGHANY REGIONAL COMMISSION

Position Description Public Engagement Manager

The Roanoke Valley-Alleghany Regional Commission (RVARC) is the regional planning agency serving 11 jurisdictions in western Virginia. The Regional Commission staff also support the functions of the Roanoke Valley Transportation Planning Organization (RVTPO), a seven-jurisdiction transportation management area encompassing the urbanized area of the Roanoke Valley. The Regional Commission is a leader in driving collaboration and strategy within our communities on issues that are critical to the economic growth and quality of life of this region.

The Valley is a growing metropolitan region offering a lower cost of living, abundant recreational and cultural resources. The region is served by Interstate 81, the Roanoke-Blacksburg Regional Airport, and Amtrak Northeast Regional service. Residents enjoy the many benefits of an urban area in a smaller setting. The Regional Commission's offices are located in downtown Roanoke.

General Definition

In this full-time position, the Public Engagement Manager reports to the Executive Director and performs responsible professional work in communications, marketing, and public input. Areas of responsibility will include public engagement and communication program promotion and marketing; marketing collateral and document design and development; survey design; graphic design and website management; writing and other content development. The Public Engagement Manager is responsible for assisting and supporting the Executive Director and individual Department Directors in communicating their program needs and outcomes and developing materials and content to support various public engagement efforts.

A significant portion of the Public Engagement Manager's work is dedicated to developing and implementing marketing strategies and collateral for the RIDE Solutions Commuter Assistance Program, the Commission's most public-facing program in marketing transportation options and implementing transportation solutions for employers and workers.

Typical Work Tasks

Work with the Director of RIDE Solutions and independently to develop creative programs, events, and campaigns to encourage cycling, walking, public transportation, and carpooling as transportation options;

Design and develop marketing collateral for various audiences in print and digital formats;

Manages public relations activities including, but not limited to, assistance on social media outreach efforts (Twitter, Instagram, Facebook, LinkedIn, others), blog posts, and monthly electronic newsletter;

Assist Commission Directors in the development of professional communication collateral, including executive summaries of studies, infographics, one-sheets, video, and digital materials;

Conduct public speaking engagements including neighborhood and business groups, local government meetings, public hearings, and others, to advocate for Commission programs;

Work with Commission Directors on marketing and public input efforts such program promotion, public survey development and deployment, public engagement facilitation, online and public presentations, and other innovative programs, with a particular focus on meeting the Commission's diversity, equity, and inclusion goals of reaching traditionally underserved audiences;

Oversee and manage all aspects of engagement events including but not limited to: coordinate committee meetings, develop partnerships, leverage community partners and sponsorships, marketing, public relations and volunteer management;

Identify and develop communications strategies to increase awareness and relevance of the Commission and its work to the general public and Commission stakeholders;

Develop and implement customer acquisition and retention programs;

Manage content, functionality and performance of websites, social media and technical applications; primary manager of rvarc.org and ridesolutions.org websites;

Work with Regional Commission on broader transportation planning/programming needs including studies, plans, and public relations support;

Complete tasks as outlined in the Regional Commission's strategic plan focused on communication;

Performs other duties as assigned.

Knowledge, Skills and Abilities

- Willingness to work directly with customers on a one-on-one basis;
- Strong oral communication, presentation, and writing skills;
- Strong graphic design skills and familiarity with appropriate software such as Adobe InDesign, Photoshop, and Illustrator;
- Familiarity with web design and publishing via WordPress;
- Familiarity with Customer Relationship Management platforms and principles;
- Ability to work with various diverse populations.
- Ability to communicate ideas, promote discussion, and manage an online community;
- Ability to follow complex oral and written instructions; to take direction, to work independently.
- Ability to establish and maintain effective and cordial working relationships with professional colleagues, government officials, representatives from other agencies and the general public.
- Flexible schedule to meet demands of organizing events and fieldwork.
- Experience with event management;
- Basic understanding of issues concerning transportation, urban and rural development, and sustainability;

Education and Experience

Graduation from an accredited college or university with a bachelor's degree in marketing, communications, planning or closely related field OR two years' experience in marketing, communication, planning, sustainability, or related field.

Continuing Education

Dedication and willingness to continue education through attendance of conferences, participation in professional associations; and/or completion of courses, certificates, seminars, or distance learning modules is encouraged.

Physical Effort, Dexterity, Visual Acuity, Hearing, and Speaking

The physical exertion requirements of this job are classified as sedentary work. In general, lifting or carrying tasks are not more than 10 pounds. A certain amount of walking and standing is often necessary to carry out job duties. The job requires normal visual acuity, depth perception and field of vision. Individuals must be able to speak clearly in person and over the phone.

Equal Opportunity Employer

RVARC is proud to be an equal employment opportunity employer and to provide a work environment that is free of discrimination and harassment. Employment decisions at RVARC are based on agency need, job requirements, and individual qualifications, without regard to any status protected by law. Studies have shown that women and people of color are less likely to apply for jobs unless they believe they can perform every job description task. We are most interested in finding the best candidate for the job, and that candidate may come from a less traditional background. RVARC may consider an equivalent combination of knowledge, skills, education, and experience to meet minimum qualifications. If you are interested in applying, we encourage you to think broadly about your background and skill set for the role.

Starting Salary Range

\$45,000-\$50,000 depending on qualifications with an excellent benefits package including flexible schedule and telework options, employee health & dental, retirement, and many others.

Applying Details

Position open until filled. Initial screening will begin on **February 14, 2021**.

Cover letter and resume should be submitted to Sherry Dean, Director of Finance, at sdean@rvarc.org.

Selected candidates may be asked later to complete a formal job application.

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