



Capital Area Metropolitan Planning Organization Job Description

JOB TITLE: Community Outreach Specialist REPORTS TO: Community Outreach Manager
FLSA STATUS: Exempt JOB OPEN DATE: 1/22/2024
TRAVEL: 30% within CAMPO region JOB CLOSE DATE: Open until filled

Work Objective:

As part of CAMPO's Community Outreach Team, work collaboratively to develop, design, and implement community outreach, communication, and public information programs. Work is performed under supervision of the Community Outreach Manager with some latitude for the use of initiative and independent judgment.

Job Duties and Responsibilities:

- Support CAMPO leadership in community outreach, communication, and public information programs that communicate complex transportation planning processes to the public
- Assist with the development and implementation of regional strategic community outreach plans and programs
- Research and implement best practices, emerging technologies, and industry and cultural trends for community outreach and external communication
- Research and identify relevant demographics, stakeholders, elected officials, and community groups for outreach programs
- Create and maintain databases and contact lists
- Serve as liaison between CAMPO staff and CAMPO member-government staff and stakeholders
- Prepare presentations for a variety of audiences
- Oversee meeting logistics and preparation such as facility booking and set up, sign in sheets and other paper material, ADA compliance, and audio/video set up
- Write press releases, newsletters, web and print copy, and other external communication-related tasks
- Plan, design, and implement online advertising and outreach, promotional campaigns and strategies, and CAMPO communication and outreach programs
- Research and compile relevant news clips and information
- Update and maintain CAMPO website and social media accounts
- Design, produce, and update webpages, informational material, print collateral, illustrations, and logos for a wide variety of marketing materials and platforms

- Acts as a steward of the CAMPO brand look and feel and ensure that all creative broadcast across all channels lives up to the highest quality of CAMPO's visual standards and consistently communicates CAMPO's brand identity
- Perform other duties as necessary

Qualifications:

Graduation from an accredited four (4) year college or university with major coursework in communication, public relations, advertising, or related discipline. At least three (3) years full-time work experience in communication, community outreach, government relations, transportation planning, or related field.

In addition to meeting the minimum qualifications listed above, an individual must be able to perform each of the established essential functions in order to perform this job successfully.

Knowledge, Skills, and Abilities:

Must possess required knowledge, skills, abilities and experience and ability to explain and demonstrate, with or without reasonable accommodations, that the essential functions of the job can be performed.

Required Qualifications:

- Knowledge of and experience in community outreach and public involvement processes and techniques
- Excellent interpersonal relationship skills, including outstanding oral and written communication skills
- Ability to communicate effectively over the telephone, in writing, and in person to a variety of stakeholders
- Ability to convey technical transportation planning terms and information in a user-friendly, non-technical manner
- Ability to develop outreach and awareness campaign plans and materials
- Ability to work independently at times with little supervision, as well as collaboratively as part of a team
- Ability to work in a fast-paced environment, including some evenings and weekends
- Ability to follow detailed instruction about CAMPO's practices and processes
- Ability to be responsive and operate with a sense of timeliness and urgency
- Skill in project management to assist project managers in work estimates and planning
- Ability to manage multiple projects and remain flexible through multiple revisions from concept to completion while keeping a keen attention to detail
- Ability to manage time, task deadlines, and schedules
- Ability to work on projects of all scales and types, both collaboratively and independently
- Ability to establish and maintain good working relationships with CAMPO employees, local government staff, and the public as well as to work collaboratively with planning, outreach, administrative, executive, and consultant staff
- Ability to work with frequent interruptions and changes in priorities
- Ability to use basic office equipment and operate a PC with a variety of software packages including Adobe Acrobat and Microsoft Office Suite

- Access to reliable transportation to and from work related functions
- Proficiency with Adobe Creative Suite – including InDesign, Photoshop, and Illustrator
- Knowledge of and experience with a variety of social media platforms
- Knowledge of and experience with website administration and Wordpress

Preferred Qualifications:

- Experience working with elected officials, government leaders, and the public
- Ability to develop material for and deliver presentations to elected officials, regional leaders, and the public
- Experience planning and executing public and elected official meetings and public events
- Knowledge of transportation planning processes and terms
- Knowledge of TxDOT planning and programming documents and processes
- Certification with International Association of Public Participation
- Facilitation, mediation, and community outreach training a plus
- Knowledge of the Texas Open Meetings Act and experience in fulfilling open records requests
- Master's degree in communication, public administration, or a closely related field.

Salary:

Salary is \$60,000.00-\$70,000.00 annually depending on qualifications and experience. This position also includes accrual of paid vacation and sick time, plus paid holidays. Benefits such as health, vision, dental and other insurance plans are available.

How To Apply:

Please send a cover letter and resume to careers@campotexas.org. Candidates will not be considered until both resume and cover letter are received. CAMPO is an Equal Opportunity Employer. In compliance with United States Equal Employment Opportunity guidelines and the Americans with Disabilities Act, CAMPO provides reasonable accommodation to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer. CAMPO is a Drug Free & Tobacco Free Workplace.