COMMUNICATIONS & ENGAGEMENT MANAGER

The Alamo Area Metropolitan Planning Organization (AAMPO) seeks a COMMUNICATIONS & ENGAGEMENT MANAGER to lead its overall communications strategy and messaging efforts and develop public participation, outreach, and engagement activities and related collateral. The ideal candidate should be detail-oriented and comfortable taking initiative to advance projects and manage multiple priorities in a collaborative environment.

The candidate should have a strong stage presence and experience in one or more of the following essential areas:

- Public involvement and engagement program planning
- Multimedia development and management
- Writing and editing messaging materials

We offer a comprehensive benefits package, including medical benefits, retirement, flexible work schedules, and tuition reimbursement.

This position is not covered under Civil Service. AAMPO is an Equal Opportunity Employer.

To apply, please send us an email to aampo@alamoareampo.org or mail to the mailing address below and attach/enclose the following:

- A PDF of your current resume
- A cover letter highlighting your interest in this job, the work you have done that aligns most closely with it, and your expected salary range
- One or two non-academic examples you have authored of each of the following:
  - Writing for the public (e.g., press releases and website content)
  - Social media communications (e.g., Facebook, Twitter, and YouTube)
  - Graphic design (e.g., brochures, logos, and flyers)
  - Multimedia examples (e.g., audio, video, and animation)
  - Communications Plan

Resumes and work examples will be accepted until the position is filled. Submittals will be reviewed on Thursday mornings.

Candidates selected for an interview will be asked to complete a job application and provided additional instructions.

Mailing address:

Alamo Area Metropolitan Planning Organization
Office Manager/HR Generalist
825 South Saint Mary’s Street
San Antonio, TX 78205

SEE THE NEXT PAGE FOR A DETAILED JOB DESCRIPTION
JOB DESCRIPTION

Job Title: Communications and Engagement Manager
EEOC Category: Professionals
FLSA: Exempt
Salary Range: $6,905 - $10,358/month (DOE)

Position Summary

The communications and engagement manager provides the vision, collaboration, and experience to manage the Alamo Area Metropolitan Planning Organization’s (AAMPO) overall communications strategy and messaging; develops public participation, outreach, and engagement plans and activities; and builds and maintains relationships with traditional and non-traditional stakeholders to meet local, state, and federal requirements, goals, and objectives.

The position holder will lead the communications team, which includes the multimedia specialist and the bilingual public involvement specialist, who, in turn, unifies the organization’s brand, strengthens regional partnerships, and elevates program initiatives that positively impact people’s lives. This team is vital in improving the visibility, transparency, and impact of the work carried out by AAMPO.

The position holder also acts as the organization’s public information officer.

The communications and engagement manager will report to the deputy director and assist in mentoring staff in the Communications Department.

Essential Job Functions

Strategic Management

- Developing and implementing comprehensive communication strategies to effectively convey opportunities for engagement and highlight AAMPO developments and accomplishments across initiatives, including managing the overall communications strategy to ensure consistent messaging and further refining outreach messaging and strategies throughout the stages of a project, program, or campaign. Ensuring work products are completed at a consistent, high-quality level and reflect AAMPO brand voice and messaging throughout the Study Area is critical.

- Participating in developing and communicating policies and programs and managing events designed to advance AAMPO’s strategic goals and short- and long-range plans and programs, including the development and implementation of the Public Participation Plan (PPP), Metropolitan Transportation Plan (MTP), Transportation Improvement Program (TIP), Transportation Conformity Determination, and Unified Planning Work Program (UPWP).

- Participating and closely coordinating with project teams in developing, implementing, and overseeing equitable, innovative outreach and engagement strategies to reduce
participation barriers, increase awareness, advance brand identity, and incorporate community input on significant planning and project milestones

- Acting as the brand ambassador, ensuring proper and consistent use of naming conventions, brand attributes, and logo, including conducting a biennial branding audit to explore new opportunities on how to enrich the organization’s brand

- Managing content strategy and content development, including writing, editing, proofing, designing, and producing materials

- Supporting the agency’s communications and engagement goals, working with or coaching staff members on gathering information, and presenting technical or complex subject matter in a clear, concise manner that engages a variety of audiences

- Enhancing the organization’s communication strategy by producing or managing video segments, growing its YouTube channel, and finding creative ways to use video or other contemporary methods for educating and raising awareness about AAMPO and its programs

- Managing the organization’s strategy for engaging with the media and public information outlets. As needed, write or manage press releases and make follow-up calls to engage media in coverage of events and activities. Serve as the key contact person for media inquiries. Oversee the development and maintenance of media lists and news clips, and identify opportunities for thought-leadership writing, guest opinion pieces, and other editorial opportunities.

- Establishing and managing the monitoring of benchmarks for measuring the communications and engagement strategies effectiveness

- Staying updated on industry trends, communications best practices, and emerging technologies to ensure AAMPO remains at the forefront of effective communications

**Content and Digital Management**

- Developing, creating, updating, and disseminating effective, timely, compelling, engaging, and informative content for AAMPO’s communication channels and diverse audiences to inform about AAMPO’s work and impact on regional transportation planning

- Managing, developing, maintaining, and evaluating AAMPO’s digital media library (e.g., photos, infographics, and videos) for publication usage

- Preparing or reviewing presentations and other materials for internal and external use or delivery, including coaching staff with the goal of improving the organization’s communication effectiveness

- Streamlining AAMPO newsletters in line with branding guidelines and improving the e-marketing platform to communicate messages more effectively

- Evaluating, optimizing, and managing AAMPO’s digital communications-related subscriptions (e.g., Canva, Mad Mimi, etc.), including conducting cost-effectiveness analysis
• Overseeing the production, distribution, and lifecycle of AAMPO’s educational materials

Public Relations and Engagement Management
• Leading and elevating the organization’s public outreach efforts by expanding public engagement efforts into a more robust and impactful initiative and finding ways to position organization leadership as regional experts
• Managing all phases of public engagement coordination and implementation, including but not limited to planning, marketing, budgeting, execution, evaluating (e.g., post-event analysis), and administrative requirements
• Managing or serving as the communications and outreach point of contact for annual AAMPO participation/sponsored events, including but not limited to Bike to Work Day, Síclovía, groundbreakings, proclamations, ribbon-cuttings, and other AAMPO public awareness opportunities (e.g., Fiesta)
• Performing the duties of the Public Information Officer for the organization as specified in the Texas Public Information Act and amendments, including but not limited to receiving and responding to requests for information and assuring all requests are answered following the Act’s requirements
• Overseeing AAMPO’s public involvement efforts, including answering questions relating to projects and programs and addressing public comments or concerns with partners and stakeholders
• Recommending, developing, and implementing effective marketing plans for generating event awareness and attendance, including but not limited to social media, website, calendar promotion, e-blasts, engaging community stakeholders and partners, and promotion within the AAMPO Study Area
• Producing and promoting AAMPO’s presence on radio, public access TV shows, podcast platforms, and other multimedia platforms
• Overseeing the maintenance and implementation of AAMPO’s Policy 2: Public Participation Plan

Internal Communications Management
• Progressing the organization’s vision, mission, and core values into everyday agency culture and helping to reevaluate the organization’s vision and mission
• Developing and maintaining an internal education and awareness campaign to strengthen the communications department’s relationships within the organization to establish trust, mentor, and educate others about the communications team’s work
• Assisting with internal communications and employee engagement activities
• Performing personnel-related duties in conjunction with the human resources generalist or directors, including, but not limited to, 1) assigning, supervising, and reviewing work, 2) writing performance plans, 3) appraising performance, 4) developing, coaching, and training, 5) rewarding and disciplining, 6) handling complaints and grievances, 7) reviewing time reports, and 8) recommending the
hiring, termination, and promotion of direct reports and other supervisory responsibilities following the organization’s policies and applicable laws

- Performing related planning, communications, and administrative work as required
- Maintaining organizational archives
- Organizing public events, workshops, and community meetings
- Traveling, occasionally, in the AAMPO’s multi-county study area during regular and extended hours

Other duties include:

Performing other duties as assigned, including, but not limited to:

- Managing related consultant services, including but not limited to:
  - Overseeing the consultant selection process
  - Directing the development and execution of requests for proposals, consultant contracts, budgets, schedules, and scope of services
  - Coordinating with consultants to ensure that projects are completed on time and within budget
  - Managing project workflow, including contract oversight, billing, and the execution of the scope of services
- Reviewing and commenting on project deliverables

Required Knowledge, Skills, and Abilities

- Analytical knowledge of and skills in strategic communications and best practices, including developing plans with goals/objectives, strategies, audiences, key messages, and tactics and evaluating effectiveness
- Conceptual knowledge in regional transportation planning, program and project management, and economic development
- Tacit or technical knowledge in managing, coaching, and developing staff
- Demonstrated experience working on multi-disciplinary project teams with project managers, project stakeholders, contractors, and communications staff, and skilled in identifying ideas and concerns and incorporating them into planned actions and strategies
- Experience supervising and evaluating the work of direct reports, including work plans and workloads; experience coaching, developing, and mentoring direct reports
- Experience in or skill to develop direct reports in photography, graphic design, audio, and video production, with the ability to design and edit traditional and digital media content
• Advanced expertise in communications strategies and tactics, strong storytelling capabilities, and experience working with the media
• Experience in a consensus-building environment with a track record of achieving results
• Flexibility to work both independently and as part of a team, both with internal and external stakeholders
• Demonstrated experience developing, planning, implementing, and coordinating proactive and effective community involvement, stakeholder engagement, and public outreach programs and activities
• Awareness and experience with the public sector, allowing for the effective management and navigation of politically and culturally sensitive issues
• Strong stage presence with the skill to deliver impactful presentations
• Excellent interpersonal skills and proven experience in working in a collaborative team environment and integrating diverse thinking and feedback from multiple stakeholders; experience in developing, implementing, and evaluating communications, outreach, and engagement plans and programs; and direct experience working with individuals in an outreach context and conveying complex information in a clear and compelling manner
• Experience crafting content for and managing digital communications channels, designing and updating print and digital content using Adobe Creative Suite
• Experience maintaining professionalism, integrity, and a public service attitude
• Skill in researching, planning, organizing, creating, and designing informational material for publication and presentation; demonstrated experience coordinating responses to stakeholder inquiries and ability to encourage community members to participate in meetings and respond to surveys
• Strong digital media management skills, including proficiency in website and social media content and design management systems, social media engagement platforms, design tools, and email marketing and contact management tools
• Proficient with Microsoft Office Suite (e.g., PowerPoint, Excel, and Word) and Adobe Creative Suite applications
• Strong technical and creative writing, editing, and proofreading skills, with the ability to follow in-house brand and style guides; experience writing engaging and compelling communications for a variety of audiences, platforms, and purposes with a passion for simplifying and making complex information more accessible to the average reader
• Proficient skills in work prioritization, delegation, planning, and development of innovative approaches and ideas
• Skilled in working well in a group or independent problem-solving environment, including sharing expertise and training others
• Demonstrated ability to make objective decisions using sound judgment and remain calm under stress

• Detail-oriented and highly organized, with the ability to adapt to changes in the work environment, address competing demands, delays, or unexpected situations, complete tasks on time, and respond promptly to requests for service and assistance

• Ability to learn about AAMPO’s Study Area and its transportation systems

• Demonstrated ability to establish and maintain effective working relationships with diverse staff, committee members, community organizations, private and public sector officials, and the general public

• Ability to show respect and sensitivity for the diversity of thought, education, and cultural makeup of staff and community

• Ability to take the initiative for self-development and to expand skill levels

QUALIFICATIONS

Required

• A bachelor’s degree in communications, public relations, journalism, advertising, marketing, English, public administration, political science, public policy, urban planning, or a related field is essential. Any equivalent combination of relevant training and experience that provides the requisite knowledge, skills, and abilities for this job may serve as a substitute at the discretion of AAMPO.

• At least five years of experience developing, planning, implementing, and coordinating effective public outreach, involvement, and engagement programs and activities with at least two years of experience managing at least one staff person—a master’s degree may be substituted for one year of experience.

• Experience in or skill to develop direct reports in photography, graphic design, audio, and video production, with the ability to supervise, design, and edit traditional and digital media content

• Strong technical and creative writing, editing, and proofreading skills with a passion for simplifying and making complex information more accessible to the average reader

• Possession of a valid Motor Vehicle Operator’s License, proper insurance, and a reliable vehicle

Preferred

• Experience working in a transportation field or with a metropolitan planning organization (MPO) or public sector agency

• Written or spoken fluency in Spanish or other non-English languages commonly spoken in the AAMPO Study Area
WORK CONDITIONS

The following are essential physical demands of the position: (1) mobility to work in a typical office setting (e.g., standing or sitting for prolonged periods) and over uneven terrain, surfaces, and other conditions present in communities in AAMPO's Study Area; (2) using standard office equipment requiring repetitive hand movement, vision, and fine coordination, including use of computer equipment; (3) driving a motor vehicle to attend meetings outside AAMPO's office; (4) reading printed materials and a computer screen; and (5) hearing and talking to communicate in person, over the telephone, or in a virtual environment.

In addition, the incumbent needs to be able to move reports/items weighing up to 25 pounds from one location to another and may be exposed to various unpleasant field conditions, including wet, rainy, cold, or hot weather, while performing job functions.

The noise level in the office work environment is usually quiet to moderate. Still, the field environment can include high noise levels and exposure to outside AAMPO Study Area weather conditions, including high temperature and humidity.

Traveling independently to meetings and training events inside and outside AAMPO's Study Area, including out-of-state, and attending evening and weekend meetings/functions should be expected as needed.

Must be able to represent AAMPO and make presentations in meetings with local officials, transportation agencies, or other organizations.

Accommodation may be made for some of these physical demands for otherwise qualified individuals who require and request such accommodation.

This position description does not constitute an employment agreement between the employer and the employee. It is subject to change as the employer's needs and the position's requirements change.