

**Job Title:** Communications & Outreach Manager

**Closing Date:** Position will remain open until filled

**Salary:** \$80,000 - \$110,000 (DOQ)

**Location:** Omaha, NE

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The Omaha–Council Bluffs Metropolitan Area Planning Agency (MAPA) is seeking a motivated and experienced communications professional to lead the agency’s communications and outreach activities. Under the direction of the Executive Director, the Communications and Outreach Manager is responsible for development, direction, and implementation of MAPA’s media relations, public relations, community engagement, and communications programs. This position will develop and implement a comprehensive communications and outreach strategy consistent with the organization’s strategic plan. The Manager will be responsible for setting departmental goals, prioritizing workload, and supporting staff members; as well as creating and maintaining channels of communication with citizens and public officials.

The Communications & Outreach Manager will implement a range of activities to expand and promote the work of MAPA and increase the organization’s visibility. This role has primary responsibility for:

### Agency Communications:

- Lead in creating and maintaining a comprehensive communications strategy to build visibility and understanding of MAPA projects and activities; as well as lead interdepartmental public outreach team to unify MAPA’s public outreach and engagement activities.
- Oversee and maintain agency brand and branding strategy for agency communications, visual representation and websites.
- Establish strategic partnerships and collaborations to further agency goals and initiatives; includes relationships with public private, nonprofit and community stakeholders.
- Plan, develop, coordinate and produce public information products including brochures, fact sheets, newsletters, news releases, websites and other informational/educational promotional materials using current communications technologies.
- Oversee media relations, which includes developing new relationships as well as fostering existing ones.
- Develop and maintain cooperative and professional relationships with employees, managers, and representatives from other departments and organizations. Share knowledge with staff for mutual and departmental benefit.



## Outreach & Events:

- Responsible for the planning and coordination of outreach/education events, public forums and community activities.
- Support outreach and education events with printed media and promotions materials; responsible for promoting and memorializing agency outreach events via agency website, newsletters and social media platforms.
- Oversee design and creation of brochures, newsletters, fact sheets, flyers, and other materials focused on outreach efforts and program exposure.
- Evaluate and identify agency event and outreach opportunities; manage pre/post event communications to drive awareness.

## Requirements Include:

- Bachelor's degree in Communications, Public Relations, Business Administration, Education or similar program preferred and/or equivalent experience.
- Minimum of 4-7 years program management and facilitation experience, preferred.
- Considerable knowledge of the principles, techniques and methods of media/public relations, marketing and communications. Knowledge of the processes and equipment used in the design and preparation of multimedia graphics, brochures and other visual aids. General knowledge of the proper methods and techniques of researching, preparing and disseminating public information.
- Thorough knowledge of government policies specifically related to strategic planning, organizing, directing, and coordinating local government operation, preferred.
- Knowledge of leadership techniques, principles and procedures to assign work, schedule, supervise, coach and evaluate the work of assigned staff.
- Excellent ability to communicate complex ideas and proposals effectively so others will understand to include preparation of reports and development of presentations. Excellent ability to listen and understand information and ideas. Ability to handle a variety of issues with tact and diplomacy and in a confidential manner.
- Ability to establish and maintain effective working relationships with elected and appointed officials, public and private agency employees, groups interested in planning, and the general public, as well as fellow employees.
- Outstanding interpersonal communication skills; experience directly supporting executive level management.
- Highly organized individual who takes pride and ownership; outgoing personality who enjoys working with/helping people.
- Must be a self-starter and problem solver and be able to work independently in a team atmosphere with minimal supervision.
- Ability to work well as a team member; skills in Microsoft Office and G-Suites
- Technology of Participation (TOP) Facilitator and/or IAP2 Public Participation certifications preferred.
- Position may be required to work 2-4 nights per month and occasional weekend days for communications and events assistance.



## Compensation:

The salary ranges from \$80,000 - \$110,000 annually, depending upon qualifications and experience. This is a full time exempt position. MAPA reserves the right to hire at an appropriate level.

## Benefits:

MAPA offers generous employee benefits including but not limited to:

- Major Medical Insurance
- Dental & Vision Insurance
- Flexible Spending Account (FSA)
- Paid Annual Leave and Sick Leave
- 13.5 Paid Federal Holidays
- Heartland B-Cycle Corporate Membership
- Employer Contributions to Retirement
- Tuition Reimbursement & Professional Development
- Flexible Scheduling

## About MAPA:

MAPA is the Council of Governments serving a six-county region (Cass, Douglas, Sarpy and Washington Counties in Nebraska and Mills and Pottawattamie Counties in Iowa). MAPA performs work related to planning, community development, and transportation and other issues of regional significance. As a member of the leadership team at MAPA, this position will have the opportunity to help shape the future by working on core issues that impact the vibrancy of the Omaha-Council Bluffs metro area and its surrounding communities. The Omaha metro area is a vibrant region with a low cost-of-living, highly-rated schools, and many exciting initiatives underway. A career at MAPA is an opportunity to work in an interesting field and make a difference in the region for years to come.

**APPLY NOW**

More details on MAPA can be found at: [mapacog.org](http://mapacog.org)

**If you have any questions please contact:** Christina Brownell | Director of Administration | [Cbrownell@mapacog.org](mailto:Cbrownell@mapacog.org)

