

NOACA Job Description

NOACA is an Equal Opportunity Employer

Position: Director of External Engagement and Public Affairs	Division: External Relations
Title: Director of External Engagement and Public Affairs	Salary Range: Minimum \$84,921, commensurate with experience FLSA Status: Exempt
Position Summary: The NOACA Director of External Relations is a high-level position under the direction of the Executive Director. The incumbent is responsible for defining and pursuing outreach activities that enhance NOACA's ability to lead regional transportation and environmental planning and support its mission as the Metropolitan Planning Organization (MPO) and Areawide Water Quality Management Agency for northeast Ohio /greater Cleveland. The incumbent provides strategic advice to the Executive Director relating to media, marketing and communications issues, as well as legislative matters. The incumbent is responsible for the Agency's communications and serves as the Agency's primary public spokesperson, after the Executive Director and President. The incumbent is responsible for creating, managing and executing marketing programs to promote regional planning efforts. The incumbent is responsible to assist with planning, designing, developing and implementing strategies for governmental and external affairs for the Agency. The incumbent is responsible for Agency interactions with federal, state and local officials, the business community and the general public, as well as other stakeholders.	
Duties and Responsibilities: The duties and responsibilities below are considered essential job functions. However, the requirements of the job are not limited solely to the responsibilities listed within this document. Reasonable accommodations may be made to enable individuals with disabilities to perform these functions.	
Technical: <ul style="list-style-type: none"> • Develops and implements a comprehensive strategic marketing program to create a brand for the Agency and its initiatives • Manages and executes all aspects of marketing campaigns including strategy and concept development, creative production and positioning • Plans and oversees advertising and promotion activities, including print, online, video and direct mail. • Promotes special programs • Directs communication activities, including writing and developing publications, annual reports and press releases. • Develops and executes policy and strategy involving the media • Crafts the Agency's message and relates it to the press as applicable • Acts as chief spokesperson with all media ensuring adequate and favorable press coverage. Responds to media requests for information and facilitates media interviews • Coordinates speaking engagements and prepares speeches/talking points for Board and staff • Conducts community outreach activities to guide and support policy positions and decisions • Builds and maintains relationships with advocacy and community organizations and other targeted stakeholders • Organizes and conducts public meetings to ensure public involvement in NOACA's planning efforts • Supports the development and implementation of NOACA's federal and state legislative agenda , • Assists in the development of strategies to ensure NOACA's legislative and public policy agenda is implemented • Serves as liaison between legislators and other government officials and NOACA • Communicates the Agency's position on various policies and legislative issues 	
Management: <ul style="list-style-type: none"> • In coordination with the Executive Director and the senior staff team, develops, maintains, and oversees the compilation of a complete, accurate, and coordinated division level work plan that complies with metropolitan planning organization (MPO) requirements for integration with the Agency's Overall Work Program • Develops, maintains, and oversees development of a comprehensive budget supportive of the identified work plan • Manages and directs the staff of the division ensuring high productivity while allocating resources in a cost efficient manner • Makes sound decisions in a timely manner and resolves difficult problems with effective solutions, exercising discretion and independent judgment with respect to matters of Agency significance • Acts in a manner that is consistent with NOACA's goals and objectives as developed by the Governing Board while providing service of the highest level to our customers – both internal and external 	
General: <ul style="list-style-type: none"> • Review and approve final reports/documents/records • Define and communicate Agency goals and objectives to assigned personnel • Direct training of assigned personnel • Present Agency and project related information to NOACA Board Committees and external organizations • Maintain contact with external organizations and media as required by the position • Assist Executive Director in development of Agency policy • Evaluate performance of assigned personnel • Direct hiring process for assigned personnel, make recommendations to Executive Director • Represent the Executive Director when appropriate • Work on special projects as required • Perform other duties as assigned 	
*Credentials and Experience: <ul style="list-style-type: none"> • Bachelor's Degree in marketing, communications, public policy or a related field • Master's degree preferred • Ten + years of increasingly responsible experience in external relations including government interaction • Master's Degree may be substituted for 2 years of experience 	Knowledge, Skills and Abilities: <ul style="list-style-type: none"> • Strong analytical skills • Excellent written and verbal communication skills • Proven planning and organizational skills • Proven management and leadership abilities • Proven relationship skills • Knowledge of Microsoft Office products inclusive of Microsoft Access
<u>Must be legally able to work in the United States</u> *Minimum Requirements	Special Requirements: