

Community Engagement Associate

Position Title: Community Engagement Associate
Division: Muskie School of Public Service
Department: Casco Bay Estuary Partnership
Location: Wishcamper Center, Portland, Maine
Schedule: Full-time
Reports to: Director, Casco Bay Estuary Partnership

STATEMENT OF THE JOB:

The CBEP Community Engagement Associate carries out public education and community outreach for the Casco Bay Estuary Partnership (CBEP). This position implements CBEP's Community Engagement Strategy and supports the work of CBEP by publicizing our activities and the activities of our Partners; and engaging in outreach to existing and new partners, community-based organizations, and municipalities. The ideal candidate for this position will be a creative and intuitive design thinker who is comfortable working independently, as well as developing collaborative partnerships.

The Community Engagement Associate increases the visibility of the organization and its programs through developing and implementing communication tools, such as website, newsletters, social media, video, StoryMaps, and other platforms. The Associate will play a key role in carrying out CBEP's external communications, developing communications tools and strategies, interacting with partners, local communities, and media outlets.

The Associate works to broaden the Partnership and expand participation in our work by connecting with new Partners, especially those that work with or represent at-risk, vulnerable, or underserved communities, and helping develop new collaborative relationships.

The Associate works collaboratively with CBEP staff under the direction of the Community Engagement Manager. This is a soft money position.

ESSENTIAL FUNCTIONS:

- Develop and implement communications strategies; assist with development of new brand materials; and manage CBEP's web and social media presence;
- Create relevant and informative publications and outreach products that promote the value and impact of CBEP's work, such as videos, online content, reports, an annual report and quarterly electronic newsletter;
- Cultivate new audiences and Partners, including but not limited to, inland communities, BIPOC communities, youth and young families, and tourists/visitors;
- Assist with and collaborate on planning, logistics, and execution of special events and educational programs, such as CBEP Casco Bay Coastal Academy;
- Assist with implementation of the CBEP Community Engagement Strategy and related portions of the Casco Bay Plan, including providing strategic assistance to education partners, growing citizen science initiatives in the region, and aiding municipalities with community engagement, planning, and water, habitat, and climate resilience initiatives;

- Additional duties as reasonably assigned.

SPECIAL ESSENTIAL FUNCTIONS/RESPONSIBILITIES*:

- Ability to provide own transportation (fully insured vehicle), provide proof of a valid driver's license, and compliance with Maine law regarding vehicle insurance.
 - Work on federally funded projects.
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SUPERVISORY RESPONSIBILITIES:**BUDGET RESPONSIBILITIES:****PUBLIC AND PROFESSIONAL ACTIVITIES RELATED TO JOB PERFORMANCE:**

- Represent CBEP in a professional, competent, efficient and effective manner.
- Represent CBEP at workshops, conferences and public meetings.

INTERNAL AND EXTERNAL CONTACTS:

Internal: Offices within the University of Southern Maine including the Office of Public Affairs and Communications. Coordinates with CBEP staff and interns, Cutler Institute, and Muskie School.

External: CBEP's collaborating organizations, including U.S. Environmental Protection Agency, other National Estuary Programs, local governments, state agencies, non-profit/non-governmental organizations, and businesses.

KNOWLEDGE, SKILLS, AND ABILITIES:

- Writing and editing skills for preparation of written and online materials for external audiences;
 - Ability to work collaboratively in a team environment;
 - Ability to work independently;
 - Technological proficiency sufficient to the job, including standard office software, graphic design software and website management (or willingness to learn);
 - Interpersonal, organizational, communication, and problem-solving skills.
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QUALIFICATIONS:**Required:**

- Four-year degree and 1-3 years of relevant work experience
- Excellent written and oral communication skills, interpersonal skills
- Ability to complete complex projects independently
- An organized self-starter able to collaborate with other staff, partners, and new audiences
- Ability to work with a diversity of people in culturally responsive ways
- Media, web, social media, and other communication skills

Preferred:

- Experience engaging with municipalities or other local entities on habitat protection, water quality, watershed, climate resilience, or related projects.

****NOTE:*** All individuals who are recommended to fill and subsequently offered a position with ***special essential responsibilities*** as checked above, or other licensure or certification, shall have the following additional applicable background screening completed (in addition to regular and standard background screening) based on the responsibilities of the position: Credit history screening, and/or Sex offender registry screening, and/or Federal criminal history screening and/or License/certification verification.

Date Approved: January 2023

Date Revised:

Job Family: 11

Salary Band: 2

Unit: UMPSA

CUPA code:

Employee:

Position #: 00025493