



Public Engagement Planner

Job title	<i>Public Engagement Planner APA Equivalent -- Planner I, Planner II (based on experience)</i>
Employee	<i>To be filled</i>
Organization	<i>Metroplan</i>
Supervisor	<i>Director</i>
Supervisory	<i>No direct reports</i>
Salary Range	<i>\$45,000-\$65,000</i>
Contact for Questions and Application Submission	<i>Cindy Segebarth, Human Resources csegebarth@metroplan.org / 501-372-3300</i>
Contact for Task Specific Questions	<i>Bernadette Rhodes, Community Planner brhodes@metroplan.org 501-372-3300</i>

Professional/Salaried Position: 5 Day, 40 Hour Work Week. Flexible schedule is available in coordination with supervisor.

This job description will be updated upon the position being filled.

About Metroplan

Metroplan is a consortium of 38 leaders in local government, transportation, and economic development who are invested in a prosperous and sustainable future for Central Arkansans and work together to influence positive growth in the region. Federally designated as Central Arkansas' Metropolitan Planning Organization (MPO), Metroplan guides multimodal transportation and quality community development through regional cooperation in transportation and land use planning. www.metroplan.org

Job Description

The Public Engagement Planner will shape Metroplan's messaging to diverse audiences using various communication tools, technologies, and media platforms. This position is responsible for increasing the organization's visibility and public awareness of its planning products, publications, and philosophies, including foundational documents like the Long-Range

Metropolitan Transportation Plan, Regional Greenways Plan, and Unified Development Ordinance. The Public Engagement Planner can expect meaningful interaction with elected officials, citizen stakeholders, advocacy groups, consultant teams, and partner organizations as well as the community at large as they promote our planning goals. *Learn more about Metroplan's leadership, staff, goals, and products at www.metroplan.org.*

To Apply

Please email your resume and a small portfolio to Cindy Segebarth, Human Resources, at csegebarth@metroplan.org. Your portfolio should include samples of your own work demonstrating your skills in the following:

- Writing (3 paragraphs minimum; cover letter is acceptable).
- 1 PowerPoint presentation or similar.
- 3 to 5 social media posts (personal or professional) that drove high engagement.
- 1 document, paper, or report in which you were the primary writer.

Job Responsibilities

Public Engagement

- Update and implement Metroplan's Public Participation Plan (PPP) to ensure equity and broad representation in local and regional transportation and land use planning efforts.
- Identify, design, coordinate, promote, and facilitate online and in-person public input events.
- Form strategic partnerships and host conversations with diverse stakeholder organizations, community groups, minority/vulnerable populations, and businesses to inform and strengthen Metroplan's plans and actions.

Communications

- Raise recognition of and engagement with planning ideas such as active transportation, land use and development, transit, and technology.
- Develop an organization-wide communications strategy and schedule.
- Proactively identify opportunities to promote Metroplan's on-going projects, vision, and goals.
- Create content in coordination with supervisor and staff.
- Develop online and social media content.
 - Collaborate with staff to design materials such as promotional videos, infographics, images, etc.
 - Post engaging content on social media.
- Interact with news media through interviews and the preparation of press releases and legal notices.
- Build Metroplan's brand in the region.

Title VI Coordination

- Ensure compliance with Title IV of the 1964 Civil Rights Act through monitoring and managing Metroplan's:
 - Public Participation Plan.
 - Title VI Program and LEP (Limited English Proficiency) Plan.
 - All Title VI documents.
 - Any Title VI complaints and responses.
 - Title VI staff training program.

Planning

- Assist staff and local jurisdictions in the research and development of policies and plans that advance regional transportation and land use goals.
- Conduct research and produce written reports on topics assigned by the supervisor.
- Oversee the annual Ozone Action Days program to encourage ozone reduction.
- Carry out other duties as assigned by the supervisor.

All staff must:

- Attend assigned public meetings and outreach events sponsored by Metroplan or member jurisdictions.
- Communicate with the public, potentially at after-hour events.
- Work cooperatively with all Metroplan staff and comply with Metroplan's protocols for utilizing products and services.

Education and Experience

Minimum:

- Bachelor's degree in Communications, Marketing, Public Relations, Education, Urban Planning, Community Development, or related field. Six (6) months of practical experience (internship qualifies).
- Interest in urban planning, land use, and transportation-related issues.

Preferred:

- Master's degree in Communications, Marketing, Public Relations, Education, Urban Planning, Community Development, or related field. Three (3) years of professional experience.
- Knowledge about urban planning, land use, and transportation-related issues.

Skills

Essential

- Clear and effective written and verbal communication; public speaking.
- Communication strategy development, management, and tracking.
- Online and social media content creation and promotion on all platforms: Facebook, Twitter, Instagram, TikTok, LinkedIn, and others as needed.
- Meeting planning, promotion, and facilitation; coalition-building.
- Critical thinking, analysis, and problem-solving.
- Independent and team-based work.
- Professionalism, tact, and diplomacy.
- Microsoft Office and other Windows-based software.
- Zoom and other online meeting management software.

Desired

- Web design and content management.
- Brand development.
- Adobe Acrobat Pro.
- Photography.
- Audio-visual script writing, production, and editing.

- Highly innovative and creative.
- Spanish language.

Physical Requirements

The physical demands described below must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Frequently walks; uses hands and fingers to touch, handle, or feel objects, tools, or controls; reaches with hands and arms; climbs or balances; and stoops, crouches, and kneels.
- Occasionally lifts and/or moves objects up to 50 pounds.
- Specific vision abilities include close, color, peripheral, and the ability to adjust focus.

Work Environment

The work environment characteristics described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Primarily indoors with occasional local travel required.
- Irregular hours of work may be required.

What makes Metroplan a great place to work?

- Flexible schedule
- Work-life balance
- Generous annual and sick leave
- Retirement plan contributions
- Paid membership in relevant professional organizations
- Paid participation at approved regional and national conferences
- Supportive, smart, and fun team environment