

## **JOB DESCRIPTION**

Functional Position Title: Community Engagement Manager

Reports to (position): Chief Operating Officer

Job Category Exempt

### **Purpose of this Job: Briefly summarize the general function of this position.**

This position exists to increase Portico's impact in advancing equitable access to health coverage by establishing, nurturing, and sustaining relationships with community partners across Minnesota and through direct outreach to consumers. The Community Engagement Manager represents Portico in community settings, increasing awareness of Portico's services and sharing key updates; researches target audiences and designs engagement activities that align with organizational objectives; and evaluates program effectiveness.

Portico's Community Engagement Manager leads the overall client and partner marketing plan, coordinating internal and third-party resources to develop, deliver and evaluate outreach campaigns.

This position is hybrid remote in Twin Cities Metro Area. This position requires frequent travel to community partner and enrollment locations in the Twin Cities metro area and occasional travel in Greater Minnesota.

### **Essential Job Duties (job duties that are necessary to the position)**

#### **Own Community Engagement Plan**

- Participate in Portico's strategic planning activities; Contribute insights, recommend priorities, and provide progress updates on assigned activities
- Develop annual and quarterly community engagement plan aligned to Portico's strategic plan
- Utilize market research and analytics to inform planning and targets
- Determine partnership priorities, key messaging, and supporting outreach activities for client and community partners
- Demonstrate accountability to deliver the community engagement plan and achieve associated commitments in government and other funder contracts
- Represent outreach programs and outcomes in funding proposals, reporting, and internal planning
- Evaluate outreach program outcomes; Propose and implement improvements as indicated

#### **Engage Community Partners**

- Build mutually supportive relationships with geographic and cultural community organizations
- Sustain partnerships through regular communication, impact reporting, and collaboration meetings
- Lead partner messaging, creative, and marketing activities (web, print, social)
- Present Portico programs to diverse audiences to promote the visibility, credibility, and best use of Portico's services
- Manage off-site location partnerships; Coordinate Portico program staff to community outreach and enrollment sites, in collaboration with Supervisor(s), MNsure Navigators and Operations Manager
- Maintain partner contact and activity database
- Evolve Portico's client referral process to maximize utilization of Portico's services and ensure compliance with client consent and data sharing requirements
- Gather insights and feedback; Share learnings with Portico leadership to inform service design and to guide future priorities

#### **Lead Direct-to-Consumer Outreach**

- Design, deliver, and evaluate targeted consumer outreach campaigns consistent with organizational priorities and effective at reaching diverse audiences, including consumers with Limited English Proficiency
- Lead direct-to-consumer creative, messaging, and marketing activities (web, print, social)
- Monitor campaign effectiveness; Incorporate consumer feedback; Apply lessons learned to future campaigns

## Special Skills Required to Perform in the Job

- **Communication** – must be clear and concise and have the ability to quickly form relationships with others in a variety of situations.
  - **Action-Oriented** – committed and motivated to succeed and meet objectives. Has persistence and energy when required to meet and exceed objectives.
  - **Leadership** – manages change, solves problems and makes decisions, manages politics and influencing others, sets the vision and strategy, manages workload, understands and navigates the organization.
  - **Adaptability** – can easily adapt to changing situations.
  - **Organizational Agility** – is knowledgeable about how organizations work, knows how to get things done through formal channels and the informal network. Understand the origin and reasoning behind key policies, practices, and procedures. Understand the culture of organizations.
  - **Problem Solving** – ability to analyze, distill and solve practical problems, generate new ideas and make sound judgments on complex situations.
- Environment** – understands the different cultures represented by Portico’s clients and has the ability to interact effectively.

## Requirements

Education (minimum education level):	Bachelor’s degree or equivalent in marketing, communications, public health, or related discipline,
Experience Level (experience required to perform job functions at a fully competent level):	<p>Five years of experience working in community outreach and/or consumer marketing campaign design and delivery (web, print, social)</p> <p>Experience and interest in serving diverse and low-income populations, including experience engaging multi-lingual and Limited English Proficiency audiences. Equity-focused community health experience preferred.</p> <p>Salesforce campaign management experience preferred</p> <p>Experience with program assessment or evaluation</p> <p>MNsure Navigation experience and knowledge of Minnesota’s health care market (preferred)</p>
Essential knowledge, skills, and abilities (the specific competencies for the position):	<p>Personal or professional experience building partnerships with the community leaders and community-led organizations in Minnesota</p> <p>Effective communication skills, including the ability to write clearly and concisely and effective oral communication with individuals and groups</p> <p>Demonstrated ability to work independently and take individual initiative while also being able to collaborate effectively and contribute positively in a team environment</p> <p>Proven ability to think imaginatively and problem solve</p> <p>Strong organizational and project management skills</p> <p>Computer skills necessary to develop quality project and program documentation</p> <p>Bilingual fluency preferred, particularly in Spanish, Vietnamese, Hmong, Somali</p>

	Valid driver's license and willingness to travel
Physical demands of the position:	Must be able to lift 15 – 20 pounds Must be able to sit or stand for long periods of time Must be able to travel throughout the Twin Cities metro and greater Minnesota Must be able to operate in a general office environment
Amount of Supervision Required:	Minimal supervision