



## MANAGER, ENGAGEMENT & COMMUNICATIONS

**DATE CREATED:** May 25, 2026

**FLSA STATUS:** FULL TIME, NON-EXEMPT

**REPORTS TO:** CHIEF OF STAFF

**SUPERVISES:** VISUAL COMMUNICATIONS SPECIALIST

### POSITION SUMMARY

The Manager, Engagement & Communications, connects Lake Erie West's work to its members, stakeholders, and the broader public. This position leads multi-platform communications, supports member and stakeholder engagement, and helps advance a cohesive regional brand and communications strategy.

Working across departments, the Manager translates complex topics including transportation planning, air and water quality, economic development, and public policy into accessible, audience specific messaging. This role also contributes to expanding the organization's regional voice, strengthening public visibility, and building consistent communication practices across all programs and initiatives.

### KEY RESPONSIBILITIES

#### Regional Voice, Strategy & Brand Development

- Help shape and advance a cohesive communications strategy that strengthens Lake Erie West's regional voice and public presence.
- Support the development and evolution of written and visual communications style guides to ensure consistency across reports, digital content, public materials, and long form planning documents.
- Identify opportunities to elevate organizational visibility, highlight impact, and strengthen brand recognition across audiences.
- Apply strong editorial judgment to ensure clarity, consistency, accuracy, and purpose across all communications.

## **Member & Stakeholder Engagement**

- Inform and engage members regarding organizational activities, initiatives, funding opportunities, meetings, and outcomes.
- Support engagement efforts that encourage participation in committees, planning processes, events, and educational opportunities.
- Coordinate messaging related to board actions and regional priorities in collaboration with leadership.

## **Multi-Platform Content & Storytelling**

- Develop and manage content across print, website, e-newsletters, social media, video, podcasts, webinars, and other digital platforms.
- Translate technical and policy driven content into clear, engaging, and audience specific messaging.
- Capture and produce storytelling content, including photography and video, that highlights regional work, partnerships, and impact.
- Use data, audience awareness, and communication goals to select the most effective formats and channels.

## **Advocacy & Policy Communications**

- Communicate legislative developments, advocacy efforts, and policy priorities in a clear and accessible manner.
- Translate technical policy updates and funding opportunities into actionable information for members and stakeholders.
- Support messaging that aligns with organizational priorities and regional interests.

## **Media & External Relations**

- Assist with media engagement, including drafting press releases, responding to inquiries, and developing story ideas.
- Promote regional successes, partnerships, and outcomes through earned media and storytelling.
- Monitor media coverage and public feedback to inform communication strategies.

## **Collaboration & Coordination**

- Work closely with other members of the administrative and communications team to align messaging with strong visual storytelling and branding.
- Collaborate with program staff to understand technical content and communicate it effectively to varied audiences.

- Support cross departmental communication efforts that reflect the integrated nature of transportation, environmental, and economic development work.
- Contribute to inclusive, transparent, and meaningful public engagement practices, including compliance with federal public involvement requirements (e.g., Title VI).

**COMPETENCIES, required:**

- Demonstrated experience creating content across multiple platforms (print and digital).
- Outstanding writing and editing skills, with the ability to convey complex or technical information clearly and accurately.
- Experience managing social media and digital communication tools.
- Excellent organizational skills with the ability to manage multiple projects and deadlines.
- Strong editorial judgment, with the ability to refine and shape messaging for purpose, audience, and impact
- Strategic thinker who selects the right message, timing, and platform for maximum effectiveness
- Collaborative, relationship oriented, and comfortable working across disciplines
- Organized, self-directed, and able to manage competing priorities
- Curious and proactive, with a desire to learn complex subject matter
- Strong interpersonal skills, including diplomacy, tact, and empathy

**COMPETENCIES, preferred**

- Experience working with or communicating about public sector, regional planning, transportation, environmental, or economic development issues.
- Familiarity with local or state government processes, policy, and advocacy.
- Experience with webinars, podcasts, video production, photography, and media relations.
- Knowledge of content management systems (CMS), email marketing platforms, and analytics tools.

**EDUCATION AND/OR EXPERIENCE:**

- Bachelor's degree in communications, public relations, journalism, marketing, planning, public administration, or a related field.
- Minimum of five (5) years of relevant experience in communications, outreach, engagement, or a related field (or equivalent combination of education and experience).

**PHYSICAL DEMANDS/REQUIREMENTS:** Work is typically performed at a desk or table requiring use of standard office equipment. Intermittent sitting, standing and stooping; must be able to occasionally move or lift objects of no more than 30 lbs. The employee is regularly required to stand, talk or hear in person or over the telephone.

**WORK ENVIRONMENT:** This position operates in a collaborative, mission driven regional organization serving multiple jurisdictions and stakeholders. The work is fast paced and varied, offering meaningful opportunities to shape how regional issues, investments, and successes are communicated and understood. While performing the duties of this job, the employee regularly works outdoors in variable weather conditions, and in an office setting.

**TRAVEL:** Travel is expected to meetings with Lake Erie West partners throughout the region. Attendance is expected at occasional evening and weekend meetings/functions as needed.

**OTHER DUTIES:** This job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.

**SIGNATURE:** Employee signature below constitutes employee's understanding of the requirements, essential functions and duties of the position.

\_\_\_\_\_  
**Employee (print name)**

\_\_\_\_\_  
**Employee Signature**

\_\_\_\_\_  
**Date**

Approved to Form: \_\_\_\_\_  
Executive Director

\_\_\_\_\_  
Date