



COMMUNITY ENGAGEMENT MANAGER JOB DESCRIPTION

CLASSIFICATION: Full-time Employee

REPORTS TO: Executive Director

WORK HOURS: Work hours are typically 5 days/40 hours per week. Some weekend work and in-state travel is required.

POSITION SUMMARY

The Community Engagement Manager is responsible for leading Blackland Prairie Raptor Center's marketing, community engagement, and partnership initiatives to increase organizational awareness, strengthen community relationships, and advance the Center's mission through strategic communications, outreach, and collaboration. This position develops and implements strategic marketing initiatives, cultivates relationships with community organizations, businesses, sponsors, and donors, and oversees public-facing communications that promote BPRC's conservation, rehabilitation, education, and fundraising programs.

Working collaboratively across departments, the Community Engagement Manager manages integrated marketing campaigns, represents the organization throughout the community, and supports fundraising and outreach initiatives through creative storytelling and relationship-building. This position also oversees the planning and promotion of community engagement events, ensuring they align with organizational goals and provide exceptional experiences for participants, volunteers, and supporters.

The ideal candidate is a creative, highly organized leader who excels at building relationships, managing multiple projects, and communicating BPRC's mission to diverse audiences. This individual should be comfortable speaking to groups, developing strategic partnerships, collaborating with cross-functional teams, and serving as a professional ambassador for the organization.

DUTIES AND EXPECTATIONS

Marketing & Communications

- Develop and implement marketing strategies that increase awareness of Blackland Prairie Raptor Center's mission, programs, educational opportunities, fundraising initiatives, and community events.
- Manage the organization's marketing calendar and coordinate campaigns across social media, email marketing, website, and print materials.

- Create engaging content including photography, video, newsletters, blogs, social media posts, and promotional materials that tell the story of BPRC and its impact.
- Ensure consistent branding and messaging across all communication platforms.
- Monitor marketing analytics and prepare reports that measure audience engagement, campaign performance, and outreach effectiveness.
- Collaborate with department leaders to develop marketing campaigns that support conservation, rehabilitation, education, volunteer recruitment, and fundraising initiatives.
- Identify new marketing opportunities that expand BPRC's reach and visibility throughout the community.
- Train staff, interns, and volunteers on brand standards and outreach messaging.

Community Partnerships & Outreach

- Develop and cultivate relationships with community organizations, municipalities, businesses, schools, chambers of commerce, nonprofits, and strategic partners.
- Represent Blackland Prairie Raptor Center at networking events, conferences, community meetings, and outreach opportunities.
- Identify and pursue new partnership opportunities that increase organizational awareness, program participation, sponsorships, and community support.
- Coordinate outreach opportunities that align with the organization's strategic goals.
- Work with the Volunteer Coordinator to recruit and schedule volunteers for community outreach events.
- Serve as an ambassador for Blackland Prairie Raptor Center by fostering positive relationships with community stakeholders and supporters.
- Maintain accurate records of outreach activities, partnerships, and community engagement metrics.

Fundraising & Development

- Partner with the Executive Director to support annual fundraising campaigns, donor stewardship initiatives, and sponsorship development.
- Develop and coordinate donor communications that strengthen relationships with current and prospective supporters.
- Cultivate community sponsorship opportunities and manage sponsor benefits, recognition, and fulfillment for events and fundraising initiatives.
- Maintain accurate donor records and support effective donor database management, reporting, and follow-up.

Event Management

- Lead the marketing, communications, and promotional strategy for all community outreach and fundraising events.
- Collaborate with department leaders to develop event goals, timelines, and marketing plans.

- Coordinate event logistics for assigned events, including vendor communication, volunteer scheduling, guest registration, and promotional materials.
- Attend all organizational events, including evening and weekend events, and remain actively involved throughout each event to help ensure successful execution.
- Serve as the primary point of contact for community engagement aspects of assigned events.
- Supervise volunteers assigned to outreach events and ensure a positive guest experience.
- Evaluate event success by collecting attendance data, participant feedback, and engagement metrics, providing recommendations for future improvements.
- Support cross-department collaboration to ensure events effectively communicate and advance BPRC's mission.

Team Leadership & Collaboration

- Maintain open communication by participating in staff meetings and collaborating with all departments.
- Lead planning meetings related to community engagement, outreach initiatives, and marketing campaigns.
- Provide leadership, guidance, and mentorship to volunteers, interns, and staff supporting outreach and marketing efforts.
- Coordinate community engagement projects across departments to ensure timely completion and organizational alignment.
- Foster a collaborative, solutions-oriented work environment built on professionalism, accountability, and positive intent.

Professionalism

- Represent Blackland Prairie Raptor Center professionally at all times while serving as a public ambassador for the organization.
- Build positive relationships with volunteers, interns, staff, donors, sponsors, and community partners.
- Effectively manage multiple priorities in a fast-paced environment.
- Demonstrate initiative, professionalism, sound judgment, and strong problem-solving skills.

Secondary Responsibilities

- Assist with special projects and organizational initiatives as assigned.
- Support other departments during major events and organizational priorities.
- Other duties as assigned.

SKILLS

- Excellent communication and interpersonal skills; ability to interact effectively with the public and internal team.
- Excellent organizational, attention to detail, planning, and time management skills.
- Self-motivated, able to work independently with limited supervision and as a team member.
- Effectively manage and provide direction to volunteers.
- Ability to multi-task, manage multiple projects simultaneously, and re-prioritize as needed.
- Strong verbal and written communication skills.
- Proactive approach in resolving problems with a positive outlook and can-do attitude.
- A working knowledge of Google Suite products as well as the ability to quickly learn development and project management software systems.

QUALIFICATIONS

- A passion for Blackland Prairie Raptor Center's mission and a keen interest in conservation.
- Ability to work outdoors in all types of weather. Must be able to lift and carry up to 50 pounds safely.
- Possess good oral and written communication skills.
- Be able to learn quickly and perform various tasks in a fast-paced work environment; work quickly and efficiently while following directions and procedures strictly.
- Be able to perform repetitive tasks for extended periods.
- Ability to work independently and as a team member, collaborating with volunteers, interns, and staff.
- Be 18 years of age or older. Must be legally entitled to work in the USA.

PREFERRED QUALIFICATIONS

- Previous experience in marketing, event management, or public relations for a conservation or wildlife organization.
- Previous experience working with a Donor Database/CRM, preferably Bloomerang, and a marketing calendar, preferably CoSchedule.
- A degree (or degree in progress) in marketing, non-profit management, or public relations.
- Comfortable with potentially learning how to handle our raptor ambassadors for events.

Please note that there will be a 90-day probationary period for this position.

If you are interested in this position, please email your resume to laura.johnson@bpraptorcenter.org.