



Cohere Life, Inc.

JOB DESCRIPTION

Title: Community Engagement and Communications Manager	FLSA Status: Part-time Non-Exempt
Reports to: Executive Director	Location: Mariposa – Rio Rancho, NM

The Community Engagement and Communications Manager (CEM) for Mariposa leads the community enrichment effort that results in stakeholder engagement that is meaningful, authentic, and collaborative. By bringing residents, neighbors, non-profits, employers, and others together, the CEM fosters a rich expression of community life and builds the framework for a sustainable legacy community.

The CEM applies the unique Cohere Community Engagement Model™ with a focus on events and clubs to enrich the lives of residents and create communities of substance where civic engagement is valued, volunteerism is celebrated, and community leaders are cultivated with intention. The CEM plays an integral role in advancing the mission of the Mariposa Community Life Team by fostering unique opportunities for residents to engage and connect, creating a sense of community and lifestyle that sets Mariposa apart from any other place to live. Further, the CEM manages the planning and implementation of a comprehensive community event strategy, including establishment of traditions and signature events aimed at collective experiences.

Working in collaboration with internal and external partners, the CEM will implement a strategic framework for stakeholder communications to fulfill key initiatives. The CEM is also responsible for cultivating and maintaining long-term relationships and partnerships that grow the quality of opportunities for residents to become more involved in their community and for partners to have unique opportunities to contribute to community life, generating mutually beneficial partnerships and outreach opportunities.

**Job Scope**

- In collaboration with the Executive Director, Cohere colleagues and other stakeholders, develop a dynamic multi-faceted community engagement strategy for events, leadership program and clubs that is reflective of the community brand, vision, and culture.
- Proactively contribute to strategic visioning and the development and implementation of work plans for: annual events and celebrations; social activities, recreation; youth and teen activities; adult and youth sports; resident clubs; and lifelong learning and enrichment programs.
- Plan and implement a portfolio of activities and engagement programs that occur on a seasonal calendar while involving community stakeholders (residents, partners, etc.) through the process.
- Use fun, creativity, and genuine enthusiasm to build relationships with residents; endeavor to understand personal and collective interests.
- Develop an annual program of work that informs the operating budget and aligns with revenue requirements; monitor monthly financial statements to ensure that programming expenses are in line with budget; control and monitor expenses initiating cost-cutting measures and creative cost-saving solutions in line with budgetary requirements.

- Establish and support a robust offering of resident-led clubs that reflect the interests of community members; guide club leaders to create roll-out, charters and on-going communications plans.
- Draft a post-activity summary and host post-event wrap-up meeting as appropriate.
- Analyze resident surveys and data to provide programming solutions for community needs and create programs that are in line with resident data and interests.
- Identify, vet and secure appropriate vendor partners in support of programs and events; negotiate pricing and contracts; secure insurance, liability waivers and similar documentation.
- Manage process to acquire necessary permits, licensing, and related documents to ensure community activities comply with city, county, and state regulations.
- Lead the execution of the event and/or activities (days may begin as early as 5:00 a.m. and end as late as midnight.); be onsite to manage and handle all necessary decision-making.
- Work collaboratively and creatively with residents, partners, private agencies, and non-profits in the development of programs that provide unique and/or exclusive opportunities for residents and community stakeholders.
- In partnership with the Executive Director, develop and implement a comprehensive volunteer engagement strategy that leverages resident leaders and influencers to advance and support key events and programs; create committee Charters; recruit committee members; manage committee meetings and related activities.
- Working with operations team members, develop and implement a robust resident welcome program aimed at making a genuine connection with every new homeowner.
- Provide key information to the Communications team to update residents.Mariposa.com with current program and event information, manage event registration and calendar systems, and informational/reference materials.
- Collaborate with the Executive Director, who sets the overall strategy, and the Cohere communications team, to ensure communications and key message points are in alignment with overarching objectives.
- In partnership with the communications team, craft appropriate collateral and promotional messaging; to deploy effective communications strategies in support of events and club's activities and programs.
- Ensure Mariposa and Cohere brand standards are met and consistently applied across all programs and related promotional material.
- Inspire and lead team members, volunteers, contractors, and others to achieve desired outcomes.
- Utilize the Ambassador team as needed to effectively run events and programs.
- Maintain accurate records of all materials associated with event and club program planning.
- Engage in relevant professional associations and trade groups that provide professional development and ongoing learning opportunities.
- Participate in Cohere Councils of Excellence and engage in ongoing personal and professional development aimed at expanding capabilities, knowledge, and passion for the work.
- Provide cross functional support to the Executive Director in the implementation of communications, volunteerism, and partnerships.

#### **Communications Essential Functions and Responsibilities:**

- Support the strategy, content curation and production of community collateral, including e-blasts.
- Promote, support, and inform stakeholders of community initiatives, outreach activities, and partner relationships.
- Responsible for updating community events, annual calendars, and community collateral including operations, engagement, and communications.
- Support the success of the Mariposa Community Life team by actively participating in monthly meetings, sharing best practice knowledge, and collective problem solving.

- Craft appropriate communications and promotional messaging; work in partnership with Cohere Communications to deploy effective communications strategies in support of events and activities.
- Keep up-to-date information on all programs, calendars, RSVPs, and reference materials.
- Establish and support a robust offering of resident-led clubs that reflect the interests of community members; guide club leaders to create on-going communication plans and facilitate opportunities to showcase clubs to residents.
- Update Mariposa Website with current program and event information, manage event registration and calendar systems, and informational/reference materials.
- Manage event registration and other digital platforms as needed to support the goals of the team.
- Support the success of the Mariposa Community Life team by actively participating in monthly meetings, sharing best practice knowledge, and collective problem solving.
- Actively participate in strategic planning and budget processes for engagement, enrichment and communication initiatives and deliverables.

### **Attributes**

Key attributes for a successful Community Engagement and Communications Manager include, but are not limited to the following capabilities, qualifications, and performance skills:

- Passion for people; ability to engage in authentic, meaningful ways.
- Creative: imaginative and resourceful.
- Collaborative: fosters partnership and reciprocity among internal and external stakeholders.
- Leads by example; models the way; coaches and develops team.
- Motivating, inspiring; brings out the best in team members, volunteers, and stakeholders.
- Empathetic: demonstrates genuine care for the welfare of others.
- Diplomatic: seeks to understand all sides of complex issues.
- Expeditious; implements decisions and follows through.
- Focused: organized, efficient, detail oriented.
- Flexible: adaptable to changing dynamics and priorities.
- Professional: tactful, positive.
- Skilled communicator: verbal and written.

### **Knowledge/Experience**

- College degree in relevant field; bachelor's degree preferred.
- Three years of management-level experience required.
- Three to five years of progressive experience in hospitality, event management, recreation management, non-profit management or related field with transferrable skills required.
- Experience working in a master-planned community setting highly desirable.
- Proficiency in a wide range of software including Microsoft Office Suite, social media channels (Facebook, Instagram, Twitter), WordPress and others; familiarity with HTML, Adobe design suite and photo editing software desirable.

### **Work Environment**

The Community Engagement and Communications Manager should expect to:

- Work a flexible schedule, including evenings, weekends, and some holidays.
- Comfortable working outdoors in varying weather and being on your feet for extended periods of time.

- Provide one's own transportation for off-site programs, meetings with partners, picking up necessary supplies, etc.; must have a current drivers' license and an acceptable driving record.
- Frequently lift and/or move up to 30 pounds and be on foot for extended periods.

### **Operating Principles**

In furtherance of our mission team members will:

- Instill a sense of fun and enthusiasm into everything we do.
- Encourage a dynamic collaboration between internal and external stakeholders.
- Exercise tact, diplomacy and fair-mindedness in all interactions while providing exceptional customer service.
- Reflect a work style based on inclusiveness, mutual respect, consensus-building, and responsiveness to changing needs and opportunities.
- Embrace the vision, goals, and aspirations of Cohere.

Job Type: Part-time

Pay: \$20 - \$23 per hour

Benefits:

- 401(k)
- Paid Sick Time

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**Cohere is an equal opportunity employer and considers all qualified applicants equally without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, veteran status, or disability status.**