

Broward MPO Job Description: Program Specific Roles and Responsibilities

Public Outreach Officer for the Communications and Outreach Team

Program Description

The Public Outreach Program is responsible for coordinating the development and implementation of public engagement strategies, plans, and campaigns to meet the Broward Metropolitan Planning Organization's local, state, and federal requirements, goals, and objectives. The Outreach Officer will play an important role in coordination with the Public Outreach and Communications Managers, under the direction of the Deputy Executive Director.

MPO Staff Roles and Responsibilities

Supporting the Public Outreach Program involves coordinating and managing public outreach initiatives from start to finish. This includes, but is not limited to the following duties:

- Supports the development and periodic updates to the Public Participation Plan (Core Product), consistent with all state and federal requirements and in coordination with Communications Program staff;
- Conducts outreach activities in support of MPO Core Products developed by other departments, including but not limited to the Metropolitan Transportation Plan (MTP), Transportation Improvement Plan (TIP), and Unified Planning Work Program (UPWP);
- Supports the planning and execution of public relations and informational materials for external audiences to establish and maintain public awareness of and engagement with Broward MPO's agenda and successes;
- Assists and/or leads the coordination, planning, and execution of public engagement events for a variety of audiences, including community stakeholders, government agencies, and the media;
- Supports all aspects of the agency's social media platforms;
- Under the direction of the Outreach and Communications manager, manages the MPO's website, ensuring content is up to date and website functions are operating smoothly.
- Establishes, maintains, and grows relationships with members of the public, community representatives, government agencies, public interest groups, and civic organizations;
- Coordinates with Communication Program staff to develop content for public consumption, including news releases, fact sheets, speeches, presentations, surveys, flyers, social media content, and videos;
- Identifies new opportunities to increase the distribution and reach of public engagement materials;
- Ensures compliance with Title VI, Environmental Justice, Low-Literacy, and Limited English-Proficiency programs;

- Prepares MPO staff reports and presents them at MPO Board and Committee meetings and public meetings; and,
- As needed, writes and edits editorials newspaper content as part of the Communications and Outreach team.
- Helps produce the MPO's Annual Report, working with team members to create to create the yearly summary of MPO activities.
- Completes routine MPO activities and projects within the area of responsibility (department) under the direction of a Deputy Executive Director.
- Ability to produce infographics and other graphics for the agency.