Mayor's Office of Neighborhood Safety and Engagement

Position: Communications and Engagement Coordinator

Reports to: Associate Director of Communications

Job Summary

The Communications and Engagement Coordinator is responsible for effectively messaging and amplifying MONSE's mission, strategies, progress and impact. The ideal candidate is passionate about bringing equity and justice to disinvested and disenfranchised communities by engaging them to address neighborhood challenges, and engaging stakeholders and the wider community through storytelling and information-sharing. This position requires strong alignment with MONSE's mission, values, and strategic vision, as well as demonstrated success, sound judgment, and flexibility working in a complex, fast-paced environment.

Key Responsibilities

Communications Coordination

- Communications strategy development for social media, particularly Facebook, Twitter, Instagram, and LinkedIn.
- Develop social media content: creating graphics, drafting text, managing a social media calendar, and reporting platform analytics.
- Work closely with MONSE staff to develop graphics and visual content that effectively conveys values, efforts, and outcomes
- Create consistent and effective messaging for social media, website updates, and email newsletters.
- Monitor MONSE's active and responsive social media presence and check messages.
- Maintain MONSE's website: reporting analytics, updating graphics and text, when necessary, as well as keeping events calendar and resources current.
- Ensure the timely completion of project tasks and deliverables in coordination with internal and external stakeholders.
- Draft communications deliverables and generate content: assisting in drafting and editing briefs, newsletters, donor communications and website copy.
- Conducting and compiling interviews: interviewing local stakeholders for communications purpose.
- Support staff projects: administrative tasks on projects such as drafting documents and spreadsheets, data entry and database organizing, and helping to prepare press briefings.

Community Engagement

- Engage and educate communities in forums on MONSE's holistic approach to neighborhood health and safety.
- Ensure engagement of hard-to-reach or typically disconnected populations, and youth.
- Support community engagement in the co-production of public safety and violence prevention efforts.
- Support community-led forums and efforts that promote neighborhood health and safety.
- Connect communities to resources, especially as it pertains to the social determinants of health.

Qualifications/Skills

- A Bachelor's degree in graphic design, communications, public relations, or a related/applicable field and/or three years of experience.
- A valid Maryland Class C Non-commercial driver's license, or an equivalent out-of-state driver's license.
- Reliable vehicle for travel to program locations.
- Experience with communications strategy development for social media, particularly Facebook, Twitter, Instagram and LinkedIn.
- Excellent graphic design skills.
- Strong verbal and written communication skills.
- Strong computer skills, including use of Microsoft Office, Adobe design products, Hootsuite, and knowledge of digital marketing and presentation tactics.
- Excellent critical thinking skills and the ability to exercise good judgment and solve problems quickly and effectively.
- Experience working directly with people from diverse racial, ethnic, and socioeconomic backgrounds, including experience incorporating communities of color and people with lived experience in planning and decision-making processes.
- Able to capture and illuminate community voice in communications.
- Able to build trust and strong relationships.
- Able to identify pressing needs and prioritize those as needed, without losing track of other tasks and responsibilities; Ability to effectively manage time and resources.
- Attention to detail and able to correlate topics and information.
- A demonstrated ability to address/resolve difficult, multi-faceted problems.
- Able to communicate in a trauma-informed and responsive way.

About the Mayor's Office of Neighborhood Safety and Engagement

Our Mission

Guided by the Mayor's vision for Baltimore and rooted in a holistic approach to neighborhood health and safety, the Mayor's Office of Neighborhood Safety and Engagement (MONSE) empowers community partners and city agencies to play a more active role in the co-production of public safety and prevention of violence through an equity-based, healing-centered, and trauma-informed approach for the benefit of all Baltimoreans.

Our Guiding Values

In everything that it does, MONSE is committed to upholding its core values of being:

- *Equity-based.* Focused on promoting justice in reducing disproportionate negative impacts of current and future policies and practices.
- *Healing-centered.* Preventing violence must be paired with repairing harm.
- *Trauma-informed.* Based on understanding and integrating knowledge about the causes and consequences of trauma.
- *Justice-oriented*. Real justice is about more than punishment; it is also about restoration, renewal, and healing from past harms.
- *Partnership-based*. Just as violence is intersectional, so must the solutions, relying on cross-system partners and partnerships.
- *Transparent.* Strong partnerships require trust; and trust demands transparency and accountability.
- *Data- and research-driven.* Relying on data and the best available experimental and experiential evidence to guide decision making.
- *Results-oriented.* Devoted to delivering impact.