The City of Raleigh Department of City Planning is seeking a PLANNING ENGAGEMENT COORDINATOR.
During the last 30 years, growth in Raleigh, and the surrounding Research Triangle Region, has consistently and significantly outpaced the nation. Fueled by an impressive mix of education, ingenuity and collaboration, North Carolina’s capital city has become an internationally recognized leader in life science and technology innovation. It also happens to be a really nice place to live.

(source: Raleigh Office of Economic Development)
The Community

Raleigh, North Carolina is one of the fastest-growing cities in the nation and the state’s second-largest city behind only Charlotte, located just over a 2.5 hour drive away. Raleigh covers an area of more than 146 square miles and is home to a growing and diverse population of over 450,000 residents. The City of Raleigh is both the county seat of Wake County and the capital of North Carolina. Known as the “City of Oaks” for its tree-lined streets, Raleigh is situated in the heart of North Carolina’s Piedmont region, centering residents between the sandy Atlantic beaches and the Great Smoky Mountains.

The City of Raleigh is located in a thriving region; together with Durham and Chapel Hill, Raleigh surrounds the Research Triangle Park, which was founded in 1959 as a model for research, innovation and economic development; it is now the largest research park in the nation. The Raleigh-Durham-Chapel Hill combined statistical area (CSA), which encompasses Raleigh and surrounding counties including Wake, Durham, and Orange, has a population of almost 2.4 million.

Numerous institutions of higher education are located in Raleigh, contributing to a city abundant in educational opportunities and talent. The list includes North Carolina State

The top ten employers within the city include:

- State of North Carolina
- Wake County Public School System
- Wake Med Health and Hospitals
- North Carolina State University
- Rex Healthcare
- City of Raleigh
- N.C. Department of Health and Human Services
- Duke Energy Progress
- Wake County Government
- Wake Technical Community College
University, Wake Technical Community College, Shaw University, Meredith College, William Peace University, St. Augustine’s University, and Campbell Law School. The Wake County Public School system works to contribute to this talent pipeline, setting a goal to achieve at least 95% annual graduation rate by 2020 and preparing these students for productive citizenship, as well as higher education or a career.

Raleigh is consistently rated one of the best cities in the United States for jobs with a diverse array of opportunities.

The city’s continually strong list of accolades make it easy to see why residents enjoy living, working, learning, and playing Raleigh. 2017 highlights include:

- Raleigh in Top 10 Best Cities in America to Live - 24/7 Wall St., November 2017
- Raleigh is #2 Most Educated City in the Country - Forbes, October 2017
- Raleigh in the Top 5 Cities for Jobs in the U.S. - Glassdoor, September 2017
- Raleigh among Top Destinations of 2017 - Forbes Travel Guide, January 2017
- RDU is Best Connected Medium Size Airport in the Nation - MIT, May 2017

GOVERNMENT

Raleigh operates under the Council-Manager form of government. The City Council is Raleigh’s governing body, consisting of eight members who are elected for two-year terms. Three of the members, including the mayor, are elected at large, while the other members are elected from five districts. The City Council sets policies, enacts laws, adopts a budget each year, and appoints the City Manager. The City Manager is responsible to the Council for the administration of daily operations and programs of the city, as well as the management of all city employees. The Fiscal Year 2018 adopted budget totals just over $919 million.

The City of Raleigh provides the full range of governmental services, including police and fire protection, street construction and maintenance, solid waste management, water and sewer services, parks, recreation and cultural services, planning and development services, a variety of transportation and public infrastructure programs, and other traditional support activities.

City Council recently adopted a new mission statement and vision statement for the city.
MISSION STATEMENT
To build a stable platform of evolving services for our community through which we champion positive and sustainable growth and realize visionary ideas for all.

VISION STATEMENT
To pursue world-class quality of life by actively collaborating with our community towards a fulfilling and inspired future for all.

Strategic Plan
In April 2015, Raleigh City Council marked a milestone with the adoption of the city’s first-ever strategic plan. The Strategic Plan’s six key focus areas reflect the chief components that support the current and future identity and character of the city. The plan contains citywide objectives and strategic initiatives needed to support the key focus areas. Raleigh’s strategic planning efforts also include performance management, which will assist the city with using its resources more effectively by illuminating successes and challenges.

The six key focus areas are:

• Arts and Cultural Resources
• Economic Development and Innovation
• Growth and Natural Resources.
• Organizational Excellence
• Transportation and Transit
• Safe, Vibrant and Healthy Community

Toward this end, the city values open and transparent government, offering an online portal where residents can access a number of dashboards that demonstrate the city’s progress. An engaged community is also important to the city to help them gather input from the community on a wide range of issues impacting the overall quality of life. As the city continues to grow, leaders understand it is important to strategically plan for the future. The city works hard to utilize technology to enable government and citizens to work together on real-world initiatives that tackle the most pressing issues facing the community.
Position Profile

The City of Raleigh is seeking an individual to coordinate citizen engagement and communication efforts for the Department of City Planning. The success of the Department’s work relies upon positive partnerships with citizens and businesses, internal and external government agencies, and elected and appointed officials. This position will ensure best practices for civic engagement and will strengthen the Department’s outreach through leadership training, capacity building, partnerships and inclusion.

The Department’s communication needs involve both routine and standardized programs, requests for information from government and citizens, engagement with citizen groups, as well as purpose-built public and stakeholder engagement processes that utilize professional planning staff members as presenters and facilitators. This position will encourage active public involvement and engagement by working with and developing staff to provide consistent and effective messaging, responsive customer service, effective meeting design and logistics, and inclusive participation techniques including traditional meetings, social media, and on-line engagement tools.

Duties and Responsibilities:

- Develop and administer a communication plan
- Working with an engagement consultant, coordinate and implement best practices for civic engagement
- Develop and administer standard engagement templates and create a toolkit of participation tools, including staff development and training
- Coordinate responses to internal and external inquiries
- Coordinate engagement efforts across multiple departments for multi-disciplinary projects
- Coordinate staff attendance at public meetings
- Identify the messaging for staff at public meetings
- Manage public meeting logistics
- Coordinate with the Communications Department for messaging, public requests and media requests
- Manage social media for the Department of City Planning
- Manage any external contracts related to communication efforts
- Oversee the production of graphic materials, website content
Supervisory Responsibilities
This job has limited supervisory responsibilities, and may require supervision of the work of up to 2 technical and support staff.

Education and Experience

• Bachelor’s (4-year) college degree or equivalent with a focus in communications, public administration, or similar discipline. Master’s degree highly preferred. Applicants may substitute additional relevant experience for the required education.

• At least 5 years of relevant experience is required. Applicants may substitute additional relevant education for the required experience. Some experience with city planning, development or general government or is highly desired. A demonstrated understanding of community outreach and engagement experience is required.

Computer Skills
To perform this job successfully, an individual should have working knowledge of Microsoft Office suite of programs, Adobe Creative Suite, and social media and outreach platforms.

Certifications, Licenses, Registrations
Regular driver’s license may be required.

Compensation and Benefits
The City of Raleigh offers a salary that is competitive for communities of comparable stature and is based on the selected candidate’s qualifications and experience. Benefits include participation in the Local Governmental Employees’ Retirement, vacation and sick leave, paid holidays, group life insurance, matching 457(b) retirement savings plan, and medical/dental insurance.
Application and Selection Process

To be considered, please complete an application before the deadline which can be found at raleighnc.gov/jobs. Attach resume, a writing sample and a promotional example that demonstrates experience in communicating a message to an audience to your electronic application. Candidates best suited for the position will be invited to participate in the interview process.

For more information about Raleigh Department of City Planning please visit raleighnc.gov/planning

The City of Raleigh is an Equal Opportunity Employer.