



MARYLAND ASSOCIATION OF COUNTIES, INC. (MACo)

**OUTREACH COORDINATOR
INFORMATION PACKET**

- I. Advertisement
- II. MACo Background
- III. Position Description

Resumes for the position should be submitted to:

lvelasco@mdcounties.org

“Outreach Coordinator Resume” should be included in the subject line of the email, along with the applicant name.

Attachments should include:

- resume, which must contain educational background, work experience (particularly any relevant to this position), and computer software familiarity;
- a persuasive writing sample; and
- at least three references - references will not be contacted without prior approval from the applicant

The submission should also include a cover letter detailing present salary, desired salary with justification, and the reasons the applicant feels he/she is qualified for the Outreach Coordinator position.

An email response will be sent upon receipt of all resumes.

Complete applications must be received by 4:30 pm, June 9, 2017

MACo SEEKING OUTREACH COORDINATOR

The Maryland Association of Counties (MACo) is seeking a full-time Outreach Coordinator. MACo is a membership association located in Annapolis's historic district, providing services to Maryland's 23 counties and Baltimore City. MACo has ten full-time staff members.

The Outreach Coordinator manages the Association's communications efforts within and outside its membership, promotes relationships between the association and various partners and supporters, and coordinates county official participation and representation on matters of importance to the Association and its member counties.

The ideal candidate will be excited by the opportunity to meet potential stakeholders and introduce them to MACo in pursuit of a mutually beneficial relationship. This individual will have extreme attention to detail and the ability to maintain a positive attitude in a multi-tasking environment. Performing research on potential partners and tracking outreach in a sales database should be second-nature to the applicant and part of a successful sales strategy. Communicating the Association's and members' goals, initiatives, and activities both verbally and in writing, this individual will coordinate MACo's efforts to be a conduit of information for all things county government. Necessary attributes include talent in sales and relationship-building; excellent organization, writing, and communication skills; working knowledge of all basic office technology (specifically, Microsoft); familiarity with website maintenance and blog-writing tools; working knowledge of social media and the ability to track and analyze its reach.

A bachelor's degree in marketing, journalism, public relations, business, or a related field is required, with two to three years' experience in that field. Marketing background is extremely beneficial. *Those applicants with a familiarity with Maryland General Assembly legislative processes or Maryland county governments will be given special consideration.*

In addition to a competitive salary, generous benefits include: sick and vacation leave; life and disability insurance; retirement plan; long term care insurance; employer-paid parking; bonus eligibility; training opportunities; and fully employer-funded health, dental, and optical insurance.

Application information is available at www.mdcounties.org.



About MACo:

MACo is a non-profit and non-partisan organization that serves Maryland's counties by articulating the needs of local government to the Maryland General Assembly. The Association's membership consists of county elected officials and representatives from Maryland's 23 counties and Baltimore City. MACo's members determine Association policy and positions on executive and legislative proposals through an elected [Board of Directors](#) and a volunteer Legislative Committee. Through MACo's advocacy, training, education programs, and annual conferences, members are provided with endless opportunities to improve their capacity to serve their residents.

[Fourteen organizations](#) representing county government professionals are affiliated with MACo. These affiliates work to enhance their members' effectiveness, and assist the Association in formulating its legislative agenda and in structuring [conference](#) presentations.

MACo is the only organization serving the needs of county elected officials and governments across the state. MACo's main office is located in downtown Annapolis.

Legislative and Intergovernmental Relations

MACo provides a single unified voice for county governments throughout the state. The Association advocates for county positions before the General Assembly, the Governor and executive branch officials, and federal decision-makers.

Each county has representation on the MACo Legislative Committee, the cornerstone of the Association's advocacy efforts. The Committee meets weekly during the General Assembly Session to determine the Association's positions on legislative issues and intergovernmental relations which have an impact on county governments.

During the interim, the Committee plans MACo's legislative initiatives for the upcoming Session. The Committee, in conjunction with MACo staff, research and track all proposed legislation affecting county governments in Maryland.

Education and Training

MACo hosts two large annual conferences that offer continuing education for county elected officials and representatives of Maryland's 23 counties and Baltimore City. Smaller conferences, retreats, and events for MACo's membership vary from 10-12 in number, depending on the year. The goal of the conferences and events is to provide county decision-makers and other participants with a clearer perspective on the challenges facing counties, and most importantly, to provide strategies for addressing these challenges. Designated sessions at the conferences qualify for credit with the [Academy for Excellence in Local Governance](#).

- The Winter Conference is a 3-day event and is held each December/January. It draws some 600 county and state elected and appointed officials. Educational session topics focus on reviewing timely issues that will be relevant during the upcoming Maryland General Assembly Session.
- The Summer Conference is held in August in Ocean City and centers around networking with county and state officials and connecting with businesses who have a stake in county government activities or services. The conference annually features over 40 sessions, workshops, and presentations; boasts a 250+ booth exhibit hall with vendors and partners offering cost savings and improved services; and involves well over 2,000 conference participants.

Information and Research

MACo disseminates information through the Association's [website](#), the [Conduit Street blog](#), [Twitter](#), events and meetings, legislative reports and white papers, and publications. Must-read publications include the MACo Directory of County Officials, and the e-Newsletter, *This Week on Conduit Street*. MACo staff offers technical assistance, research, and support to county members. The Association serves as a clearinghouse for issues pertaining to Maryland county government.



POSITION TITLE: Outreach Coordinator
ORGANIZATION: Maryland Association of Counties
POSITION REPORTS TO: Executive Director

Duties/Responsibilities in Brief

CORPORATE PARTNER PROGRAM & SPONSORSHIP SALES

Primary staff lead in developing and maintaining MACo's relationships with Corporate Partners, event sponsors, and business relationships -- market the organization and improve the programs for mutual benefit; proactively research and promote opportunities to relevant outside organizations and stakeholders; build relationships that yield benefits for MACo, its members, and the partners through direct communications and attendance at relevant outside functions; track contacts and progress

COMMUNICATIONS, MARKETING & SOCIAL MEDIA

Manage the Association's various external communications – website, blog and social media channels; seek content for and write blog articles about MACo activities and areas of county interest; lead staff-level communications team to coordinate and plan outreach strategies; build relationships with press, county Public Information Officers, and partner/sponsor marketing/promotions staff

OUTREACH & COMMUNICATIONS

Lead and coordinate efforts with grassroots communication on policy issues and Association events to county elected and appointed officials; lead efforts to welcome and assist newly elected members, introducing them to MACo and its services/events; manage Corporate Partners and event sponsors; communicating with nonmembers and inactive members to earn their participation

LEGISLATIVE & POLICY SUPPORT

Testimony printing, delivery, and sign-up; coordinate appointments process/system to ensure county participation on boards and commissions relevant to county interest; networking during legislative session to improve Association visibility and effectiveness

EVENT/MEMBER SERVICES SUPPORT

As requested, but specifically: assistance with phone coverage; preparation for events; on-site support at events; MACo representative at the Golf Tournament and 5K Fun Run/Walk (coordinates marketing and registration efforts for both events)

Duties/Responsibilities in Detail

CORPORATE PARTNER PROGRAM & SPONSORSHIP SALES

- Oversees and manages MACo's Corporate Partner Program, coordinates outreach materials to solicit new partners, assists in developing offerings for Partners
- Manages Corporate Partner and sponsor relationships
- Maintains regular communication with partner/sponsor contact; builds a familiarity with and understanding of partner/sponsor services, needs, and goals so that opportunities can be identified
- Establishes, develops, and maintains business relationships with prospective and current Corporate Partners, sponsors, and members
- Meets and/or exceeds established sales quotas, and provides clear tracking of partner and sponsor acquisition efforts
- Collaborates with team to develop strategic partner and member segments to drive revenue growth
- Researches sources for developing prospective partners and new members
- Develops clear and effective written proposals for current and prospective partners
- Assists in managing the Corporate Partner Dinner at the Summer Conference
- Researches/develops a Corporate Partner and sponsor management system to track sales pipelines
- Assists in increasing retention rates and renewal efforts through innovative and new ways to compel partners to renew (or to regain former partners)
- Leverages cross-promotion opportunities with commercial memberships, conference sponsorships, exhibit sales and advertising
- Researches and analyzes advertising and sales needs
- Prepares surveys to track success with exhibitors, sponsors, advertisers, and commercial participants
- Updates staff on changes to partner or sponsor relationships

COMMUNICATIONS, MARKETING & SOCIAL MEDIA

- Manages MACo website content, making routine updates through a user-friendly website editing system
- Manages MACo blog, coordinating content and labeling, tracking usage and trends, maintaining site relevancy by ensuring frequent and timely posting from self and other contributing authors (staff and external)

- Primary user of electronic wide-reach communications and social media, including WordPress, Constant Contact, Twitter, Facebook, or similar outreach vehicles; tracking and analyzing the results of their use
- Coordinates and prepares weekly e-Newsletter
- Maintains recipient lists for communications, marketing, and e-newsletter, making updates in database as needed, and constantly striving to increase MACo's reach by proactively researching potential stakeholders and assessing their interest in MACo's activities

OUTREACH & COMMUNICATIONS

- Assures that new members, Corporate Partners, and sponsors are satisfied and find their relationship with MACo to be beneficial
- Builds relationships, finding ways to enhance partnerships through frequent communication with stakeholders
- Exhibits at other conferences and events, advertises in appropriate publications, schedules meetings with potential partners to promote MACo and increase interest
- Participates as a member of MACo Communications Group
- Frequently reaches out to county Public Information Officers and stakeholder communications staff to share communication resources

LEGISLATIVE SUPPORT

- Coordinates MACo appointments and nominations process to Boards, Task Forces, etc.
- Prints, collates, organizes, and delivers written testimony; signs up participants through the Maryland General Assembly testimony sign-up system (shared responsibility)
- Manages "MACo Legislative Action Network" process, including formatting of standardized documents for use, send-out of alerts, and promotion/maintenance/development of contact lists

EVENT/MEMBER SERVICES SUPPORT

- Leads efforts to secure external sponsors for major events, primarily at conferences
- Assists Meetings & Events Director with conference/meeting logistics, coordinates materials for outgoing promotions and marketing efforts
- Provides broad support for conference and event preparation, and on-site execution of conferences and events, participating as part of the on-site team for events, including set-up/staffing/dismantling registration desk, taking tickets at social functions, packing materials, stuffing name badges, organizing giveaways, placing on-site signage, providing event customer service, and other roles, as needed
- Coordinates and orders conference branded and sponsored giveaway items and other on-site marketing collateral

- Assists in developing event press releases
- Manages MACo Corporate Partner benefits associated with the event, providing detailed lists to and coordinating special requests with the Meetings & Events Director
- Assists in coordination of the Corporate Partner Dinner/Reception
- Serves as secondary responsible party for answering MACo's office phone, providing customer service to MACo's members and stakeholders, legislators, and others; directing calls to the appropriate parties and answering questions, as needed
- Assists with lunch meeting preparations – setting up food, refreshing food, cleaning up

SKILL REQUIREMENTS

- Sales – enthusiastic and charismatic salesperson with no hesitancy toward cold calling prospective partners or sponsors
- Relationship-building - able to work as a team member, provide courteous service to internal and external members/guests, and build rapport with stakeholder liaisons
- Communications - superior written and oral communications
- Team Player - consistently demonstrates cooperative attitude, assumes responsibility, is flexible in working with others; ability to assume responsibility without direct supervision; ability to make routine decisions and to know when to refer decision to others
- Closer - Demonstrates a commitment to follow-through; results-oriented
- Innovator - shows initiative and is actively engaged in continuous improvement, provides suggestions for improvement, offers solutions to challenges/issues
- Brand Representative - engaged in the work of MACo, maintains a presence and positive representation of MACo in all work situations and meetings
- Global Perspective - demonstrates an understanding of MACo's mission and the multiple paths to achieving that mission; recognizes that all personal work efforts (tactical and strategic) affect how swiftly and competently we achieve our mission
- Multi-tasker - executes multiple projects simultaneously
- Service-oriented – provides excellent customer service to all members, prospective members, partners, prospective partners, and internal team members
- Creative Thinker - ability to bring creative solutions to problems
- Hard Worker - Exhibits a high level of drive, discipline, organization, and attention to detail