

Job Description - Community Engagement Program Manager

Functions and Responsibilities

Public Engagement

- Develop and implement Marketing Strategy and Public Participation Strategy.
- Promote brand and marketing initiatives through various social media outlets.
- Represent in community initiatives and at events that support our brand goals/strategies.
- Identify and cultivate strategic partnerships to ensure key successes in community engagement efforts. Networking and collaborating with local organizations and community leaders.
- Fostering positive and collaborative relationships with community residents, local nonprofit organizations, businesses, and student organizations.
- Coordinating and executing key community engagement events.
- Monitoring the success of community engagement strategies and budget, and making course corrections.

Main Street Management

- Managing Michigan Main Street program, including meeting coordination, record keeping, procedure management, member recruitment and satisfaction, activities/initiatives, and impact evaluation/reporting.
- Work in conjunction with the board and subcommittees for the Main Street Program to coordinate fundraising events and grant opportunities.
- Designing and implementing evaluation tools to gauge and ensure impact.

Community Development

- Assisting in grant writing and reporting.
- Working with the City of Buchanan Community Development Director to develop and executive economic development programs and strategies targeted to help nurture and support local businesses and community goals.
- Provide technical assistance to local businesses to help them take advantage of programs and incentives.
- Move projects from “A Vision for Buchanan” from visioning to execution stage through public support, strategic partnerships, RFP processes, design initiatives, and multimedia communication/storytelling strategies.

Michigan Main Street Manager Average - Based on 22 Programs Surveyed in 2021

Community Name	Averages	\$51,730.50 in 2021 is worth \$56,661.06 today Amount: \$ 51730.50 Start year: 2021 End year: 2023 Calculate <small>\$51,730.50 in 2020 = 2023 Future Inflation Calculator</small>
Executive Director Salary (Total \$ amount)	\$51,730.50	

Data Provided by [Leigh Young](#), AICP Technical Assistance for Main Street

Michigan and U.S. Averages - Community Program Manager Salary

The image shows two screenshots of salary comparison websites. The left screenshot is from salary.com, displaying 'Community Program Manager Salary in Michigan' with a salary range of \$48,772 to \$59,615. The right screenshot is from builtIn.com, displaying 'COMMUNITY MANAGER SALARY IN US' with an average base salary of \$67,271 and a total compensation of \$73,568.

[Salary.com](#)

[BuiltIn.com](#)

Summary:

- \$54,168 - (Average Michigan Salary)
- \$56,661.06 (2021 Program Average = \$51,730.50; Adjusted for Inflation = \$56,661.06)
- \$55,414.78 (Average MMS Salary & Community Engagement)
- Rounded Up = \$55,500

Suggested Compensation: \$55,500

Bonus Structure

- Eligible for \$5,000 bonus for the bringing in of significant grant monies (City Manager Discretion)
- Eligible for \$5,000 bonus for the bringing in of new business

Vacation 4 Weeks Paid

Maternity Leave 3 Months Paid