

Cannabis Control Commission
Job Description

Department: Administration

Reports to: Chief of Staff

Job Title: Director of Community Outreach

FLSA Status: Exempt

I. PURPOSE OF THE JOB

Develop and oversee efforts to promote the inclusion of communities disproportionately harmed by marijuana arrests and incarceration, and to engage with minorities, women, veterans, and farmers, in accordance with state law and the Commission mission statement.

II. ESSENTIAL FUNCTIONS AND RESPONSIBILITIES

- Design a vision and strategic outreach plan to promote cannabis equity-based and diversity-based policies and initiatives to the communities they are designed to benefit;
- Travel across the Commonwealth to implement the Commission's strategic outreach plan;
- Develop and maintain effective working relationships with community leaders;
- Build collaborative partnerships with community organizations;
- Conduct outreach by: phone and email; meetings with community leaders; trainings; recruiting people to attend and promote events; and hosting events;
- Utilize relationships and networks to keep community members informed about policy developments;
- Establish and implement a metric system to measure the effectiveness of community outreach;
- Actively participate in community events;
- Use a variety of approaches to collect public input on an ongoing basis, including presentations, educational programs, and technology.

III. OTHER DUTIES AND RESPONSIBILITIES

- Working with Commissioners, Director of Communications, Director of Government Affairs, and Director of Constituent Services to ensure messaging and training are consistent across populations and platforms;
- Attend trainings and lead trainings as appropriate;
- Perform related duties as assigned.

IV. EDUCATION AND EXPERIENCE

- Bachelor's degree from an accredited college or university
- A minimum of 5 years of progressively responsible experience working with diverse community groups
- Proven ability to establish and maintain effective working relationships with diverse community groups, community media, and partner organizations
- Experience speaking to a variety of audiences
- Demonstrated project management experience
- Experience developing outreach plans
- Excellent written and verbal communication skills
- Strong interpersonal and organizational skills
- Strong computer skills (i.e., Word, Excel)

- Commitment to Commission's mission, standards and goals

IV. SALARY RANGE | \$65,000 - \$75,000