



Community Engagement Manager Job Description

TITLE: Community Engagement Manager
FLSA: Exempt

I. ORGANIZATION & POSITION SUMMARY:

Waterloo Greenway is a 1.5-mile urban park system supported by a public-private partnership between the City of Austin and Waterloo Greenway Conservancy (WGC). Once complete, the 35 acres of connected green space will be home to a wild array of natural and cultural destinations. The park system is being planned, designed, and built in phases of geographic milestones. Phase 1 opened in August of 2021 and includes Waterloo Park and the Moody Amphitheater. Phase 2.1, from Lady Bird Lake to 4th St, opened in June of 2026. Sir Swante Palm Park (Phase 2.2) and Phase 3 is currently in design. Amid epic gardens and rolling pathways, and a twinkling Waller Creek that links them, the environment, arts, health, and adventure will converge and nourish authentic and uplifting experiences that reflect our city's diversity.

The Community Engagement Manager for Waterloo Greenway Conservancy (WGC) is responsible for developing and implementing the overall community outreach and public engagement strategy of the organization. The Manager leads the charge of communications, public engagement, and awareness to ensure continuous and meaningful dialogue with a wide array of stakeholders including park guests, community groups and their leadership, and the broader community.

II. ESSENTIAL FUNCTIONS:

- All work is performed with a direct reflection of the mission and values of WGC while emphasizing community engagement and partnerships.
- Lead for internal/external communications efforts such as newsletters, and other community outreach initiatives.

Lead outreach and engagement efforts for WGC:

- Create, implement and track an annual outreach plan to increase project awareness among diverse stakeholders throughout the city
- Design public meetings, facilitate dialogues, and site tours to gather input from and build consensus among various community stakeholders





- Find and create opportunities to educate the public about the WG project by tabling and/or providing information at events hosted by community groups
- Create opportunities for partnering with community and neighborhood groups across the city; bring WG to their communities through outreach and bring their residents to WGC.

Create and steward community partnerships:

- Build partnerships with other non-profits in the Austin area that have related missions
- Assist in facilitating internal dialogue on community engagement topics

Advance departmental and organizational equity efforts:

- Engage potential partners working with underserved communities and facilitate partnerships for equity-centered programming

Advance historical documentation and interpretation efforts:

- Support efforts to document the stories of the people that have lived, worked, and played along Waller Creek historically
- Manage historical archives, resources, and partnerships

III. PHYSICAL DEMANDS AND WORK ENVIRONMENT:

This job is primarily performed in an indoor office environment. During events, this person may be required to lift heavy objects and stand for long periods of time; reasonable accommodations will be made if the person is not able to meet this requirement. This person occasionally works in outdoor weather conditions. Reliable transportation is required to attend frequent events on and off-site.

Evening and weekend hours are required.

IV. EDUCATION AND EXPERIENCE:

Minimum Qualifications

- Bachelor's degree from accredited four-year college or university
- 3-5+ years of community engagement and outreach experience
- 3-5+ years of existing network of relationships with neighborhood groups and community leaders and with public meeting design and facilitation
- 3+ years of experience in a non-profit organization and with public-private partnerships





Preferred Qualifications

- Master's degree in a related field
- Bilingual (Spanish / English) a plus
- 5+ years of experience in a non-profit organization and with public-private partnerships

V. KNOWLEDGE, SKILLS AND ABILITIES:

CORE COMPETENCIES

- Resourcefulness
- Ensures Accountability
- Collaborates
- Communicates Effectively
- Instills Trust

ADDITIONAL COMPETENCIES INFORMATION:

- Knowledge of community organizing and neighborhood development techniques
- Familiarity with and commitment to public engagement best practices
- Ability to work well with individuals from a variety of different backgrounds and experience, including community leaders, residents, local officials and elected representatives.
- Strong verbal communications skills and demonstrated ability to write clearly and persuasively
- Exceptional organizational, strategic and creative, and accurate multi-tasking skills

VI. ORGANIZATIONAL RELATIONSHIPS:

- Reports to: Senior Manager, Programs and Community Engagement
- Supports: Public Programs; Development; Communications; Operations
- Peer collaboration/communicates with (internal, external): all WGC departments, City of Austin staff & elected officials, staff & leadership at partner organizations and WGC stakeholders





EQUAL EMPLOYMENT OPPORTUNITY

Waterloo Greenway strongly supports equal employment opportunity for all applicants regardless of race, color, religion, sex, gender identity, pregnancy, national origin, ancestry, citizenship, age, marital status, physical disability, mental disability, medical condition, sexual orientation, genetic information, or any other characteristic protected by state or federal law.

HIRING PRACTICES

The preceding job description has been designed to indicate the general nature and level of work performed by employees within this classification. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities, and qualifications required of employees assigned to this job.

