



**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](mailto: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, December 3, 2012.**

## 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 eight full-time staff members.*

*The position requires attention to detail and the ability to maintain a positive attitude in a multi-tasking environment. Necessary attributes include computer knowledge; excellent organization, writing, and communication skills; website maintenance. Marketing background beneficial. Those applicants with Microsoft Office knowledge and 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](http://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.

[Twelve organizations](#) representing professional county government staffs 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.

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## **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 three annual conferences that offer continuing education for county elected officials and representatives of Maryland's 23 counties and Baltimore City. The goal of the Conferences 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 in January. It draws nearly 500 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 mid-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 Administrators & Attorneys Fall Conference provides a forum for discussion of legal and management issues for county administrators and attorneys.

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## 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, *Conduit Street News*. 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

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**SUMMARY:** Manages membership outreach efforts, including electronic materials to both county and external audiences. Facilitates the Corporate Partner Program, and secures sponsors for conferences and events. Coordinates promotional and communication efforts.

### **Duties/Responsibilities**

#### **COMMUNICATIONS AND OUTREACH**

- Oversees and manages Corporate Partners' program, coordinates outreach materials to solicit new partners, assists in developing offerings for Partners
- Manages Corporate Partner and additional MACo partner relationships
- Serves as liaison between MACo and outside vendors for development of future relationships
- Primary oversight of MACo website content and appearance, conduit to outside vendor (or external staff support) for routine changes and content updates
- Primary oversight of MACo blog site: managing content and labeling, tracking usage and trends, maintaining site appearance and features
- Primary user of electronic wide-reach communications and social media, including Word Press, Constant Contact, Twitter, Facebook, or similar outreach vehicles, including developing format and protocols for their use
- Manages weekly e-publications
- Serves as NACo Conference/Membership Liasion

#### **MEETINGS/CONFERENCES**

- Leads efforts to secure external sponsors for major events, primarily at conferences
- Assists Meetings & Events Director with conference/meeting logistics, coordinate materials for outgoing promotions and marketing efforts
- Broad support for conference and event preparation, and on-site execution of conferences and events.
- Coordinates packing list, inventory and order conference supplies including giveaways and office supplies
- Assists in developing event press release
- Member of MACo Communications Group

- Manages MACo Corporate Partner benefits associated with the event
- Assists in coordination of the Corporate Partner Dinner/Reception
- Performs as part of on-site team for conferences, including set-up/staffing/dismantling registration desk, taking tickets at social functions, and other roles as needed
- Overnight travel required two weeks annually for conferences/meetings

#### **LEGISLATIVE AND POLICY SUPPORT**

- Coordinates MACo appointments and nominations to Boards, Task Forces, etc.
- Prepares and delivers written testimony and signs up participants (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

#### **KNOWLEDGE, SKILLS AND ABILITIES**

- Knowledge of computer software – mid-level skills in Microsoft Office Suite 2007. Some database comfort and Outlook (email) familiarity. Intuitive computer skills, with comfort or willingness to learn how to do web postings and corrections (no HTML knowledge necessary).
- Knowledge of Internet search engines.
- Ability to multi-task.

#### **PERFORMANCE ATTRIBUTES**

- Ability to work without direction
- Demonstrated ability to communicate effectively
- History of distributing information in a timely manner
- Poise and maturity
- Demonstrated ability to think independently
- Ability to manage time, meet deadlines
- “Team member” mentality
- Polite and helpful manner