



# Community Outreach Manager

## Background

The California Institute for Regenerative Medicine (CIRM) is the state's Stem Cell Agency. We were created by the voters of California when they approved Proposition 71 in 2004, and renewed when Proposition 14 was approved in 2020, providing \$5.5 billion to invest in stem cell research in California. CIRM's mission, to accelerate world class science to deliver transformative regenerative medicine treatments in an equitable manner to a diverse California and world.

To meet this challenge, our team of highly trained and experienced professionals actively partners with both academia and industry in a hands-on, entrepreneurial environment to fast-track the development of today's most promising stem cell and regenerative medicine technologies.

CIRM is the world's largest institution dedicated to helping people by bringing the promise of regenerative medicine closer to reality.

## General Statement

Under the general direction of the Sr Director of Marketing and Communications, the Community Outreach Manager will be responsible for creating and executing on an outreach strategy to bring awareness about the California Institute for Regenerative Medicine (CIRM) and its value proposition to the people of California, especially those in underserved and socio economically challenged areas.

In addition to drawing attention to CIRM and CIRM-funded programs, the Community Outreach Manager will develop relationships with community-based organizations, patient advocacy groups and other entities to build trust and highlight the ways in which CIRM can add value.

## Job Functions

Identify, build, and nurture partnerships throughout California with organizations that will help Californians have access to information about CIRM programs and the trials offered.

- Plan and execute community initiatives, programs, and events.
- Attend and participate in local, statewide, and virtual community events and talks.
- Track, analyze and quantify effectiveness of outreach programs.
- Research and develop a schedule of local and virtual events to spread the word about CIRM programs and initiatives.

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- Document needs among various communities or stakeholder groups that can be addressed through CIRM programming.
- Collaborate with and provide community feedback to CIRM Board members, management, and stakeholders.
- Work with the Communications Team to craft a social media strategy and toolkits to build community involvement.
- Utilize social media to build connections and relationships with community leaders and organizations.
- Monitor social media campaigns and analyze metrics to enhance message.
- Find new marketing and outreach opportunities to inform the California public about CIRM's value proposition.
- Support with development of and participate in community events.
- Respond to external patient inquiries regarding CIRM programs and trials in a timely manner.
- Work with advocacy groups to connect with diverse communities and to amplify CIRM's brand and messaging.
- Cultivating strategic partnerships through community outreach activities.
- Support the CIRM communications team with gathering marketing content and media to support outreach initiatives.
- Assist with public and media relations as needed.

### **Qualifications and Skills**

- Bachelor's degree preferably in Communications, Marketing, Public Relations, or Public Health.
- Preferred five years of community organizing or outreach experience.
- Preferred three years of experience in social media communications and marketing.
- Preferred 2 years of project management experience, skilled with using project management software (Monday.com a plus).
- Experience working in science, public health, or medical environments a plus.
- Preferred experience conducting community needs assessment.
- Bilingual in Spanish is a plus.
- Strong relationship-building skills (experience with utilizing a CRM to maintain relationships a plus).
- Highly organized.
- Excellent written and verbal communication, including public speaking skills.
- Multitasker, team player, and self-directed in a fast-paced environment.
- Excellent interpersonal skills, attention to detail, and strategic thinking.

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601 Gateway Boulevard, Suite 400, South San Francisco, CA 94080



## Supervision Received

The Community Outreach Manager reports to the Senior Director, Marketing and Communications.

## Working Conditions

- Hybrid environment working both at CIRM headquarters in South San Francisco 3 days a week and 2 days at home. In-person attendance of organizational meetings and board, subcommittee, and working group meetings as required.
- Ability to operate standard office equipment.
- Some traveled involved.
- Being available to work occasional weekends to facilitate CIRM community outreach events.

## Attendance

Must maintain regular and acceptable attendance at such level as is determined at the Department's sole discretion. Must be regularly available and willing to work the hours the Department determines are necessary or desirable to meet its business needs.

## Salary Range and Benefits

The annual salary range for the Community Outreach Manager is \$109,000 - \$141,000. CIRM offers a competitive compensation package.

## How to apply

The following items are required to be submitted with your application. Applicants who do not submit the required items timely may not be considered for this job:

- California State application [California State Examination/Employment Application \(Std. 678\)](#)
- Resume/CV
- Cover Letter

Final File Date: Until Filled

## Application Information

All applicable fields on the State Examination/Employment Application (STD. 678) form must be filled out completely. Resume and cover letter must be included. Clearly indicate on the STD. 678 form in the field titled "Examination(s) or Job Titles for Which You Are Applying" the position title as indicated on this job announcement. Employment history

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on your application must be complete with dates, description of duties and responsibilities for each position held, contact names and phone numbers of supervisors. Applicants

who do not submit all the required documentation (incomplete application package) may be eliminated from the selection process.

**NOTE:** For security purposes, your full social security number is not required on the application.

\*\*A California State application is required as CIRM is a state agency. You will not be considered without this.

**To: [jobs@cirm.ca.gov](mailto:jobs@cirm.ca.gov)** (Electronic applications preferred)

Upon emailing your application package, please put the position you are interested in on the subject line.

Should you mail your application to CIRM, the dates printed on Mobile Bar Codes, such as the Quick Response (QR) Codes available at the USPS, are not considered Postmark dates for the purpose of determining timely filing of an application.

### **Address for Mailing Application Packages**

You may submit your application and any applicable or required documents to:

Human Resources  
Attn: CIRM, Jobs  
P.O. Box 980790,  
West Sacramento, CA 95798-0790

CIRM is an Equal Opportunity Employer and committed to a diverse workforce.

### **Contact Information**

The Human Resources Specialist is available to answer questions regarding the application process and the position.

Human Resources Contact: Kathie Raftery  
Email - [jobs@cirm.ca.gov](mailto:jobs@cirm.ca.gov)

Applicants requiring reasonable accommodations for the hiring interview process must request the necessary accommodations if scheduled for a hiring interview. The request should be made at the time of contact to schedule the interview. Questions regarding reasonable accommodations may be directed to the Equal Employment Officer listed below:

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- Human Resources Contact: Leyla Najmi
- Email: [jobs@cirm.ca.gov](mailto:jobs@cirm.ca.gov)
- California Relay Service: 1-800-735-2929 (TTY), 1-800-735-2922 (Voice) TTY is a Telecommunications Device for the Deaf and is reachable only from phones equipped with a TTY Device.

### **Equal Opportunity Employer**

The State of California is an equal opportunity employer to all, regardless of age, ancestry, color, disability (mental and physical), exercising the right to family care and medical leave, gender, gender expression, gender identity, genetic information, marital status, medical condition, military or veteran status, national origin, political affiliation, race, religious creed, sex (includes pregnancy, childbirth, breastfeeding, and related medical conditions), and sexual orientation.

It is an objective of the State of California to achieve a drug-free workplace. Any applicant for state employment will be expected to behave in accordance with this objective because the use of illegal drugs is inconsistent with the law of the State, the rules governing Civil Service, and the special trust placed in public servants.

### **Benefits**

Information on benefits afforded by membership in the California Public Employees' Retirement System can be found on the California Department of Human Resources (CalHR) Salary and Benefits website at [CalHR Benefits](#).

Information regarding Merit System Principles provided to public employees by the State Civil Service Act can be found on the CalHR website at [Merit Systems Principles](#).

Additional benefit information can be found on the CalHR California State Civil Service Employee Benefits Summary website at [Employee Service Employee Benefits](#). This webpage is intended to provide general information.

\*All hires at CIRM are Exempt from civil service and considered Excluded for the purposes of collective bargaining.

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