



## Community Outreach Specialist I

### Definition

Under direct supervision, performs a variety of duties related to the development, preparation, and implementation of strategic internal and external communications, public information, and community relations activities. Prepares informational materials for dissemination through a variety of communications media, public meetings, and events. Develops media relations outreach programs for all of the City's primary functional areas. Works with neighborhood communities, businesses, and civic leaders to assure their understanding of City policies and operations and performs other related work as required.

### Supervision Received and Exercised

Receives direct supervision from the Public Affairs Director. May provide technical and functional direction to staff.

### Class Characteristics

This is the entry-level class in the Community Outreach Specialist series. Performs a wide variety of activities in support of the City's social media relations and promotional efforts, including writing and editing material for publication and event conceptualization and development. Successful performance of the work requires skill in coordinating work with that of other departments and governing bodies within the City. Initially under close supervision, incumbents learn to develop, prepare, and implement internal and external communications and public information. As experience is gained, assignments become more varied and are performed with greater independence.

### Typical Job Functions

*Management reserves the right to add, modify, change, or rescind the work assignments of different positions and to make reasonable accommodations so that qualified employees can perform the essential functions of the job.*

Perform a variety of public outreach and community relations activities, events, and public awareness programs for the dissemination of information regarding City operations, policies, and procedures.

Creates, researches, edits, and contributes content and materials including posts, tweets, pitch letters, backgrounders, customer communications, fact sheets, brochures, feature articles, press releases, and other materials.

Participates in planning, developing, and implementing a variety of social media campaigns and community outreach/education activities and projects in support of the City's products, programs, and services. Maintains social media accounts with fresh daily content.

Maintains steady and positive presence in the media through releases, contact, and responsiveness to inquiries/requests.

Manages social public relations activities to reach target audiences with engaging messaging coordinating with other online brand content.

Assists with content requests from internal departments, including creating and routing content and scheduling posts. Establishes clear and consistent communications various City staff regarding constituent sentiment and trends in comments.

Monitors social media management standards, policies and rules of engagement. Monitors and reports on inappropriate content across all channels.

Gathers and compiles information and images through research. Analyzes social data/metrics and insights, analyzes information to effectively incorporate into work products. Align work products with City's communication priorities.

Develop and maintain contacts with various community groups, organizations, business leaders, media, and government agencies. Foster and promote positive relations with the general public, community groups, employees, businesses, schools, and other local government.

Performs general administrative and clerical work as required, including but not limited to scheduling and attending meetings, preparing reports and correspondence, drafting and recording minutes, entering and retrieving computer information, copying and filing documents and processing invoices purchase orders and expenses.

Learns and applies emerging technologies and, as necessary, to perform duties in an efficient, organized, and timely manner.

Assist the emergency operations team by supporting development and implementation of communications plans primarily utilizing social media.

Participates in strategic planning for the City and assists in setting goals for the division to support the strategic plan. Assists in the development of policies, procedures, and protocols to implement City goals and objectives.

Performs other duties as assigned.

### **Qualifications**

#### **Knowledge of:**

Basic principles, techniques, and methods of public information, outreach, and community relations.

Basic methods and techniques of graphic design and production.

Standard and accepted methods and practices related to the preparation, publication, and distribution of press releases, media, and marketing materials.

Standard and accepted principles and practices of journalism and effective media relations.  
Standard and accepted customer relations, communications, service, and information presentation methods, and procedures.

Research, analysis, implementation, and evaluation of programs, projects, and materials.

Standard and accepted principles, techniques, and methods of preparing and disseminating public information and relations materials via the social technology universe including Facebook, Twitter, Periscope, YouTube, Google+, blogs, wikis, discussion forums, and mobile web.

Standards and practices of social media outlets, platforms, tools, capabilities, and search engine optimization.

Monitoring and measurement platforms including Facebook Insights, Twitter Analytics, YouTube Insights, and Google Analytics.

Applicable Federal, State, and local laws, regulatory codes, ordinances, and procedures relevant to assigned area of responsibility.

Standard and accepted English composition, spelling, grammar, vocabulary, and punctuation for both written and oral communication.

Modern office practices, methods, and computer equipment.

Record keeping principles and procedures.

Computer applications related to the work.

Principles and techniques for providing a high level of customer service by effectively dealing with the public, vendors, contractors, and City staff.

**Ability to:**

Perform a variety of public outreach and community relations activities for the City.

Learn current issues and projects impacting City operations.

Learn applicable Federal, State, and local laws, regulatory codes, ordinances, and procedures relevant to assigned area of responsibility.

Learn to apply special graphic production techniques in the distribution of informational materials.

Learn to monitor and make recommendations for modifications to existing communication procedures.

Learn to interpret, apply, and explain City policies, operations, and procedures.

Respond to requests and inquiries from the general public.

Develop and maintain contacts with the news media, various community groups, schools, businesses and government agencies.

Coordinate campaigns across multiple social platforms.

Provide insight to influence content management and integration.

Prepare clear and effective narrative, informational, and educational reports, correspondence, and other written material independently or from brief instructions.

Effectively explain policies and objectives to technical and non-technical audiences, including but not exclusive of the process for making and influencing action.

Develop effective customer outreach strategies and campaigns. Work effectively with diverse groups of different ages and various socio-economic backgrounds.

Analyze situations and identify pertinent problems/issues. Research and collect relevant information. Evaluate realistic options and recommend/implement appropriate course of action.

Communicate clearly and concisely, both orally and in writing.

Organize own work, set priorities, and meet critical time deadlines.

Use English effectively to communicate in person, over the telephone, and in writing.

Establish, maintain, and foster positive and effective working relationships with those contacted in the course of work.

### **Education and Experience**

*Any combination of training and experience that would provide the required knowledge, skills, and abilities is qualifying. A typical way to obtain the required qualifications would be:*

Equivalent to a Bachelor's degree from an accredited college or university with major course work in communications, journalism, public relations, education, or a related field and one (1) year of experience in public relations outreach activities.

### **Licenses and Certifications**

None.

### **Physical Demands**

Must possess mobility to work in a standard office setting and use standard office equipment, including a computer, to operate a motor vehicle and to visit various City and meeting sites, vision to read printed materials and a computer screen, and hearing and speech to communicate in person, and over the

telephone. This is primarily a sedentary office classification although standing and walking between work areas may be required. Finger dexterity is needed to access, enter, and retrieve data using a computer keyboard, typewriter keyboard, or calculator and to operate standard office equipment. Positions in this classification occasionally bend, stoop, kneel, reach, push, and pull drawers open and closed to retrieve and file information.

### **Environmental Elements**

Employees work in an office environment with moderate noise levels, controlled temperature conditions, and no direct exposure to hazardous physical substances.

FLSA: Non-exempt  
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