City of Portland Job Code: 30000494

CLASS SPECIFICATION Community Outreach and Involvement Program Manager

FLSA Status: Exempt Union Representation: Nonrepresented

GENERAL PURPOSE

Under general direction, plans, manages, participates in and directs the work of staff engaged in developing, coordinating, implementing and administering a large bureau-wide public outreach and involvement program; performs related duties as assigned.

DISTINGUISHING CHARACTERISTICS

Community Outreach and Involvement Program Manager manages and performs skilled, professional duties in the development of bureau-wide public involvement and community outreach programs to ensure that community outreach is conducted and input is received from the public about programs and projects which are of interest and concern to the community. The incumbent advises project and program managers in the formulation, development and implementation of community outreach strategies; ensures bureau public involvement efforts are coordinated with other related city outreach efforts; and plans and establishes operating policies and procedures for the assigned unit and programs.

Community Outreach and Involvement Program Manager is distinguished from Senior Community Outreach and Information Representative in that incumbents in the former classification have overall program management and supervisory responsibilities for a large bureau-wide public involvement and outreach program. Responsibilities are broad in scope and require independent judgement on issues that are complex and political in nature. They are expected to manage outreach for technically complex programs and projects with awareness of intergovernmental and community issues and sensitivities.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Any one position in this class may not perform all the duties listed below, nor do the listed examples of duties include all similar and related duties that may be assigned to this class.

- Plans, directs and evaluates the work of assigned program or project staff; develops, implements and
 monitors work plans to achieve program goals and performance measures; participates in developing
 the biennial division budget; manages and directs the development, implementation and evaluation of
 work programs, plans, processes, policies, systems and procedures to achieve program goals,
 objectives and performance measures consistent with the City's quality and citizen service
 expectations.
- 2. Plans, organizes, directs and evaluates the performance of assigned staff; establishes performance requirements and personal development targets; regularly monitors performance and provides coaching for performance improvement and development; provides compensation and other rewards

- to recognize performance; effectively recommends disciplinary action, up to and including termination, to address performance deficiencies in accordance with City Charter, Code, human resources policies and labor contract agreements.
- 3. Provides leadership and works with program staff to develop and retain a high performance, service-oriented work environment that supports the City's and bureau's mission, objectives and service expectations; provides leadership and participates in programs and activities that promote workplace diversity and a positive employee relations environment.
- 4. Manages a bureau-wide community involvement and outreach program; formulates overall program goals, and researches, develops and implements program or project plans to meet goals and service objectives; develops, recommends and manages program budgets, features and metrics; develops and implements or recommends associated program policies and operating and administrative procedures; identifies and recommends solutions to program resource needs and requirements; develops an annual work program and calendar; plans, organizes, implements and evaluates work activities to meet established overall program or project goals and objectives; analyzes alternative methods or processes to meet program and service delivery goals.
- 5. Develops, implements and manages bureau community and outreach programs; conducts cost/benefit and situation analyses; develops messages and determines target audiences; recommends approaches and products consistent with program or project needs and overall goals of the bureau; maintains effective working relationships with community leaders; works with other bureau staff and the community in setting targets for successful outreach efforts; designs processes that allow for objective representation of community issues, provide opportunities for collaborative decision-making, and address issues of public concern and conflict.
- 6. Identifies public and private resources to support program objectives; supervises the development of proposal and funding applications; supervises and participates in drafting requests for proposal, including defining scope of work; evaluates proposals and selects successful bidders; prepares required ordinances and other related reports; administers contracts for services and monitors work to ensure contract requirements are met.
- 7. Evaluates the effectiveness of program activities and makes or recommends program modifications; monitors conformance with program budget and other applicable requirements; prepares narrative and statistical program performance reports and recommendations.
- 8. Coordinates and integrates program services and activities with bureau program managers and media relations staff, and other bureaus and City offices; develops program partnerships, where applicable, with external agencies and organizations; leads, facilitates and manages development of agreements for multi-agency efforts; manages interagency agreements and associated staff.
- 9. Prepares and makes presentations; briefs and consults with elected officials, City staff, other government entities and industry representatives regarding major issues, findings, or concerns; makes recommendations regarding program issues and programs to bureau managers and director.

- 10. Develops new methods of promoting projects to the public; develops strategy for presenting and facilitating community discussion and implementing new policies; contributes to development of marketing and public involvement concepts for effective representation of bureau projects.
- 11. Facilitates public dialogues and consensus building groups to identify and resolve issues between bureau and stakeholders; consults with community leadership to this end; facilitates, directs and participates in intra-bureau problem-solving efforts by researching and communicating political issues and recommending policy changes and directives; designs and conducts collaborative processes.
- 12. Ensures the bureau complies with public notification requirements of state and federal regulations; works with project managers during the project planning stage to ensure the inclusion of the proper type and level of public involvement efforts needed to meet regulations and address community concerns to allow for the successful completion of projects; develops, implements and monitors compliance plans and programs; develops and coordinates staff training on regulations.

OTHER DUTIES

DESIRED MINIMUM QUALIFICATIONS

Knowledge of:

- 1. Principles, methods and practices applied in design and implementation of community outreach, public involvement, collaborative processes and consensus building programs and activities.
- 2. Principles, practices and methods of program, administrative and organizational analysis.
- 3. Principles, practices, tools and techniques of program/project planning and management including goal setting, program and work plan development and implementation.
- 4. Principles and practices of public administration, including purchasing, contracting and maintenance of public records.
- 5. Principles, practices and methods of budget development and management.
- 6. Federal, state and local laws, regulations, guidelines and court decisions applicable to assigned areas of responsibility.
- 7. Principles and practices of sound business communication.
- 8. Principles, practices and techniques of group process facilitation and conflict resolution.
- 9. Principles and practices of effective management and supervision.

- 10. City human resources policies and labor contract provisions.
- 11. City and bureau policies, programs, functions and regional issues associated with public involvement issues and challenges.
- 12. Current trends and methods in public involvement and outreach.

Ability to:

- 1. Plan, organize, manage, direct and implement a variety of complex community outreach and involvement program functions and activities to achieve program goals and objectives.
- Analyze difficult and complex program, administrative, operational and organizational objectives and issues; and evaluate alternatives and reach sound, logical, fact-based conclusions and recommendations.
- 3. Coordinate program activities with multiple stakeholders and facilitate development of partnerships and multi-agency agreements.
- 4. Apply sound, creative problem solving techniques to resolve difficult program issues and problems.
- 5. Understand, interpret, explain and apply laws, regulations, ordinances and policies applicable to program/project responsibilities.
- 6. Understand, interpret and respond to internal and external customer needs and expectations.
- 7. Represent the City effectively in conducting and facilitating group meetings for the purpose of gathering and disseminating information and resolving sensitive issues.
- 8. Problem-solve and partner with citizens, community groups and other bureaus.
- 9. Mobilize community resources and engage broad public participation in bureau programs and projects; identify established and emerging community leaders and engage their participation.
- 10. Establish and maintain effective working relationships with all levels of City management, elected officials, representatives of other governmental agencies, business and community leaders, employees, the public and others encountered in the course of work.
- 11. Operate a computer and use standard word processing, presentation, spreadsheet, graphics illustration and database software.

12. Prepare clear, concise and comprehensive reports, correspondence and other documents appropriate

to the audience.

13. Present conclusions and recommendations clearly, logically and persuasively to both internal and

external program/project stakeholders.

14. Ensure the maintenance of all required files, records and documentation.

15. Exercise tact and diplomacy in dealing with difficult and sensitive people, issues and situations.

Training and Experience:

A typical way of obtaining the knowledge, skills and abilities outlined above is graduation from a fouryear college or university with major coursework in public relations, communications, public administration or a closely related field; completion of courses in collaborative decision-making, negotiation and community mediation are highly desirable; and five years of progressively responsible professional experience involving the development and coordination of community outreach or involvement programs and projects similar to those administered by the City; or an equivalent

combination of training and experience.

Licenses; Certificates; Special Requirements:

A valid state driver's license may be required for certain assignments.

PHYSICAL AND MENTAL DEMANDS

Persons with disabilities may be able to perform the essential duties of this class with reasonable accommodation. Reasonable accommodation will be evaluated on an individual basis and depend, in part, on the specific requirements for the job, the limitations related to disability and the ability of the hiring bureau to accommodate the limitation.

Class History:

Adopted: 11-01-02

Revised:

Effective date changed to 7/1/02 by ordinance 4/28/04.

June 2009 - Change Job Class number from 7205 to 30000494, due to system change.