

**CLASS SPECIFICATION**  
**Community Outreach and Information Assistant**

FLSA Status: Exempt  
Union Representation: Nonrepresented

**GENERAL PURPOSE**

Under general supervision, performs specific public information and community involvement assignments; creates and develops a variety of print and other materials and media for use in public information and internal communication programs; and performs related duties as assigned.

**DISTINGUISHING CHARACTERISTICS**

Community Outreach and Information Assistants perform entry-level professional assignments on public awareness, education and information projects, as well as internal communications programs, or elements of such projects and activities, that are standard or of more limited scope and complexity. As they gain experience and demonstrate initiative, incumbents assist on or individually perform projects and activities of greater scope and difficulty. Community Outreach and Information Assistants design write and coordinate the production of a variety of print and other materials and media supporting City and bureau initiatives.

Community Outreach and Information Assistant is distinguished from Community Outreach and Information Representative in that incumbents in the latter class are responsible for independently carrying out all phases of assigned public outreach, education, information and participation projects and activities, from initial concept through implementation and evaluation. Community Outreach and Information Representatives are expected to represent the City on important issues with other entities and organizations in a highly effective manner.

**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.

1. Carries out professional assignments in support of public outreach, education, information or community involvement projects and activities or internal communication programs and projects; designs and develops supporting materials.
2. Writes and edits text and graphic material, including flyers, brochures, newsletters, scripts, visual displays, signs, press releases, slide shows, charts and other print/graphic materials and

collaterals; conducts background research required for assigned projects; assists in coordinating production and distribution of print/graphic materials.

3. Conducts library and field research and participates in developing reports and presentations on issues.
4. Performs special projects as assigned, conducting applicable research, performing analyses and drafting reports and recommendations for review.
5. Develops educational activities and writes and prepares grants for assigned bureaus.

### **OTHER DUTIES**

1. Assists in planning and coordinating special events, including event logistics.
2. Drafts simple press releases and public service announcements; assists with media activities and events; assists in developing and maintaining public information and communication resources.
3. Drafts standard presentations, overheads and other materials for bureau staff and managers.
4. Confers with representatives of other bureaus, committees and community groups as required by project assignments.

### **DESIRED MINIMUM QUALIFICATIONS**

#### **Knowledge of:**

1. Methods and techniques of writing for public information, advertising, marketing and public relations.
2. Principles and practices of sound business communication; correct English usage, including spelling, grammar and punctuation.
3. Principles, methods and techniques of graphic design, layout and print production; desktop publishing applications in the preparation of print and graphic materials.
4. Public information, advertising, marketing and public involvement industry practices and trends.

**Ability to:**

1. Operate a computer using word processing, desktop publishing and other standard text and graphics software.
2. Apply writing style and techniques appropriate for differing business and journalistic/public information purposes, including translating technical information into terms more easily understood by the general public; edit written materials.
3. Create effective graphic designs and layouts, and creative approaches for use in public information and education programs.
4. Interpret information and situations and make recommendations in accordance with applicable policies, regulations and guidelines.
5. Exercise sound judgment within established guidelines.
6. Maintain accurate files and records.
7. Communicate clearly and concisely, orally and in writing.
8. Develop and maintain effective working relationships with those encountered in the course of work.

**Training and Experience:**

A typical way of obtaining the knowledge, skills and abilities outlined above is graduation from a four-year college or university with major course work in public relations, communications or a closely related field; or an equivalent combination of training and experience. Some experience in business writing and development of communications materials using personal computers and desktop publishing software is highly desirable.

**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 depends, 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.

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**Class History:**

Adopted: 07-01-02

Class created as a result of Nonrepresented Classification & Compensation Study, 2000-2001.

This class is composed of positions from the following class(es):

819 ADMINISTRATIVE ASSISTANT Adopted:07-01-92

June 2009 - Change Job Class number from 7202 to 30000491, due to system change.