CLASS SPECIFICATION
Community Outreach and Information Representative

FLSA Status: Exempt
Union Representation: Nonrepresented

GENERAL PURPOSE

Under general supervision, develops and carries out public information and community involvement projects and initiatives for assigned bureau programs; plans and conducts public education programs; conducts communications and relationship building initiatives with community, public interest and neighborhood groups; and performs related duties as assigned.

DISTINGUISHING CHARACTERISTICS

Community Outreach and Information Representatives perform journey-level professional duties in the development and implementation of assigned public information, public awareness and involvement, community education and outreach and media relations activities to meet City and bureau goals and objectives. Incumbents conduct outreach and involvement initiatives to promote resident input to and involvement in public decision making on identified issues and/or participation in programs designed to meet defined, specialized community needs. In their assigned areas of responsibility, they are typically responsible for creating outreach and communication approaches, writing informational and promotional materials, conducting and/or facilitating meetings and reporting on and evaluating program or project results and administering their program budget. They may also perform some elements of program implementation and administration.

Community Outreach and Information Representative is distinguished from Senior Community Outreach and Information Representative in that employees in the latter class are responsible for carrying out broad programs and projects with considerable initiative, independence and awareness of intergovernmental and community issues and sensitivities. Senior Community Outreach and Information Representatives may also supervise a small number of other public information employees and consultants.

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. Develops communication and outreach approaches and plans for bureau programs and projects and assists staff in implementation; works with other public information and bureau staff to formulate methods and approaches for addressing community and agency concerns; attends and monitors meetings and makes presentations to other governmental agencies and industry, environmental, professional and community groups and organizations; establishes and maintains contacts with local elected and appointed governmental officials, educational institutions, community and citizen groups,

neighborhood associations and members of the media; answers questions and provides information; solicits sponsorships for programs; coordinates media buys for public education efforts.

2. Coordinates public information, involvement or community outreach programs, and internal communication projects; drafts recommendations for public involvement strategies; designs, develops and creates supporting materials, including promotional materials, reports, guides, overlays, charts and other print/graphic materials; conducts background research to write materials; organizes and coordinates deadlines and production schedules to carry out program responsibilities; develops collaborative relationships with other organizations and community groups.

3. Researches and prepares recommendations to Bureau Director on policy or procedural changes within areas of assignment.

4. Conducts research and prepares responses to consumer inquiries on a variety of topics.

5. Coordinates and facilitates small to large group meetings and events for a variety of purposes; prepares agendas; obtains and schedules presenters; presents resulting recommendations to bureau management; writes reports resulting from group deliberations.

6. Organizes special events and dedications; organizes major community involvement days.

7. Prepares project and outreach budgets; develops initial project mailing lists and updates generic mailing lists; documents meeting and program results.

8. Creates service contracts with consultants and community partners; ensures contracts comply with City and outside agency requirements; processes contract payments; monitors contract performance and progress towards program goals and objectives.

9. Creates website plans; provides technical assistance to other bureaus on design and organization; modifies printed and digital images to make them web ready; works with design consultants to design, develop and implement websites.

10. Prepares and designs presentation materials incorporating data, text, video and graphics for use by bureau management.

OTHER DUTIES

1. Administers or assists in administering specialized bureau programs for which public outreach, involvement and communications are performed, including such programs as Disability Alert, Safety Zone, art bicycle racks and summer bicycle tours; plans program activities; creates marketing materials; conducts elements of the programs and makes associated administrative arrangements; evaluates program results through observation, questionnaires and surveys.

2. Serves on industry, environmental, professional and community committees and task forces, as assigned, to represent assigned bureaus.

3. Writes technical reports, grant applications, correspondence and other written materials.

4. Confers with representatives of other departments, committees and vendors as required by project assignments.

5. Manages the gift program which includes receiving requests, matching requests with bureau needs, coordinating between donor and various bureau staff, and acknowledging donors.

6. Researches and recommends individuals for advisory committee appointments.

7. Administers a trust fund that provides for bureau programs and community youth groups.

DESIRED MINIMUM QUALIFICATIONS

Knowledge of:

1. Principles, methods and practices applied in design and implementation of public information, community outreach and promotional and marketing programs

2. Methods and techniques of writing for public information and involvement, advertising, marketing and public relations

3. Principles and practices of sound business communication; correct English usage, including spelling, grammar and punctuation

4. Principles and practices of public administration, including purchasing, contracting and maintenance of public records.

5. Principles, methods and techniques of graphic design, layout and print production

6. Public information, advertising, marketing and public relations industry practices and trends.

7. Basic html, website and database development, design and services; City and bureau guidelines and policies for website design and management.

8. Media markets and sources of community resource information.

9. City functions, operations, organization and administrative practices and procedures.

10. Research methods and analysis techniques.

Ability to:

1. Operate a computer and use standard word processing, presentation, spreadsheet, graphics illustration and database software.

2. Organize own work and carry out assignments reliably, independently and with appropriate attention to detail, while managing multiple and changing priorities and deadlines.

3. Apply writing style and techniques appropriate for differing business, journalistic/public relations and community outreach purposes.

4. Create effective graphic designs and creative approaches for use in public information and education programs.

5. Edit written materials; interpret information and situations and make recommendations in accordance with applicable policies, regulations and guidelines.

6. Use effective communication skills both orally and written, and provide clear explanations of unfamiliar and complex principles.

7. Represent the City effectively in conducting and facilitating group meetings.

8. Conduct group activities for the purpose of gathering and disseminating information.

9. Problem-solve and partner with citizens, community groups, media and other bureaus.

10. Exercise sound judgment within established guidelines.

11. Maintain accurate files and records.

12. Use tact and diplomacy in dealing with sensitive situations and upset individuals.

13. Establish and maintain positive and trusting working relationships with other City personnel, public officials, business and non-profit agencies, citizens and the media.

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 coursework in public relations, communications, public administration or a closely related field; and two years of progressively responsible professional experience in public information or community outreach 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: 07-01-02
Class created as a result of Nonrepresented Classification & Compensation Study, 2000-2002. This class is composed of positions from the following class(es):
0964 PROGRAM SPECIALIST Adopted: 07-01-92

August, 2003 – Added duty and knowledge statements about service contracts
June 2009 - Change Job Class number from 7203 to 30000492, due to system change.