

CLASS SPECIFICATION
Housing Senior Community Outreach and Information Representative

FLSA Status: Exempt
Union Representation: AFSCME – Housing

GENERAL PURPOSE

Under general supervision, performs a wide range of public information and involvement duties for the Portland Housing Bureau; performs communication planning and writing responsibilities; carries out significant media relations responsibilities; may serve as the top public information professional; and performs related duties as assigned.

NOTE: This classification is used exclusively in the Portland Housing Bureau (PHB).

DISTINGUISHING CHARACTERISTICS

Housing Senior Community Outreach and Information Representatives perform skilled, professional duties in the development of Portland Housing Bureau public involvement, public awareness and information, community education and outreach and media relations programs. With other professional public information and bureau staff, incumbents serve as liaison between designated PHB, elected and appointed governmental officials, citizens, community and industry groups and the media. They facilitate two-way communication among the Bureau and its multiple stakeholders, facilitate collaborative processes to work in partnership with stakeholders, represent the Bureau in meetings with groups and individuals and work with other staff to respond actively to identified issues and concerns.

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. Plans, organizes, develops and implements assigned public information, community and media relations promotions, education and advertising programs, projects and initiatives on a bureau-wide or division basis; plans and implements outreach and public involvement programs ensuring that they promote bureau mission and objectives while providing objective representation of community issues; provide opportunities for collaborative decision-making and address issues of public concern and conflict; plans and coordinates media events and press availability; tracks and archives media coverage; reviews media coverage and provides suggestions for improvement; develops promotional opportunities with outside agencies.
2. Develops, implements and manages Bureau community and outreach plans; conducts cost/benefit and situation analyses; develops messages and determines target audiences; recommends approaches and products consistent with client 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.

3. Develops educational projects and exhibits, visual aids and other promotional materials to increase awareness of program issues and integrate existing and new programs; consults on special oral and written presentations to external audiences.
4. Researches, develops and writes materials such as news releases, fact sheets, letters to the editor, flyers, brochures, visitor's materials, annual reports, monthly internal newsletters, presentations and speeches; writes radio and television scripts; manages Bureau-wide use of Bureau logo; develops and coordinates distribution strategies; ensures materials are ADA compliant; coordinates development of communications in Braille, several languages and other formats for customers who are non-English speaking or who have disabilities.
5. 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.
6. Develops and maintains a network of contacts for the dissemination of information on upcoming events; coordinates efforts and activities with other agencies; maintains proactive relationships with the media; develops and maintains mailing lists.
7. 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.
8. Provides internal communications services to Bureau staff and management; writes and distributes technical internal documents such as budget narratives, grant applications, statutory compliance and training materials; develops the Bureau's electronic newsletter; identifies and consults with manager on opportunities and improvements in strategic internal communications.
9. Acts as bureau spokesperson and liaison to external groups; assesses community values, concerns and opinions and communicates them to staff and management; anticipates internal and external constituent needs and proactively provides information, access and communication.
10. Assists in establishing and maintaining liaison with other bureaus, interest groups, citizens and other external groups; represents the Bureau at special events.
11. Manages content of Bureau website, including developing new and updated content and researching appropriate links for related sites; writes, tests and revises HTML code; participates in creating and maintaining interactive electronic portals; supervises contract web designers and programmers; answers questions received at the website.

12. Consults on, develops and tests public information training materials; writes and edits training bulletins; develops training presentations on communications issues.
13. Forecasts expenses and participates in budget planning process; monitors expenditures.
14. Ensures Bureau complies with public notification requirements of state and federal regulations; reviews and analyzes regulations; develops, implements and monitors compliance plans and programs; develops and coordinates staff training on regulations.

OTHER DUTIES

1. Assists citizen advisory committees by conducting and presenting research and information, attending meetings, answering questions and making presentations.
2. Monitors public records requests; provides staff training on procedures to ensure compliance with Oregon Records Law.
3. Participates in site visits from members of other agencies.
4. Manages the Safety Zone program and other programs for special needs population.
5. Acts as Bureau's lead graphic designer; catalogues and maintains Bureau photographic materials and archives; manipulate photographs to provide desired resolution and image size.
6. May supervise the work of a very small number of other public information and involvement professionals; develops and prioritizes work assignments; monitors quality and timeliness of work; oversees the work of contract professionals.

DESIRED MINIMUM QUALIFICATIONS

Knowledge of:

1. Principles, methods and practices applied in design and implementation of public information, public affairs, community outreach, public involvement and participation and promotion and marketing programs.
2. Principles, methods and practices applied in design and implementation of public involvement programs, collaborative processes and consensus building.
3. Methods and techniques of writing for a variety of purposes and for diverse audiences.
4. Principles and practices of business communication; correct English usage, including spelling, grammar and punctuation.

5. Technical issues related to language translation in publications.
6. City and bureau policies, programs, functions and regional issues, and legal and regulatory provisions and associated public information, communication and involvement issues and challenges.
7. Research techniques including internet and database resources.
8. Project, contract and print budget management techniques and procedures.
9. Current trends and methods in public information and public involvement.
10. Website development methods and techniques, including basic html programming; web-formatting options for special audiences.
11. Media markets and sources of community resource information.
12. Public notification and record keeping requirements and regulations.

Ability to:

1. Operate a computer and use standard word processing, presentation, spreadsheet, graphics illustration and database software.
2. Represent the Bureau effectively in public settings and with media representatives on a variety of issues.
3. Apply writing style and techniques appropriate for differing business and journalistic/public relations purposes.
4. Create effective graphic designs and creative approaches for use in public information and education programs.
5. Edit written materials.
6. Interpret information and situations and make recommendations in accordance with applicable policies, regulations and guidelines.
7. Exercise sound judgment within established guidelines.
8. Communicate clearly and concisely, orally and in writing.
9. Represent the City effectively in conducting and facilitating group meetings for the purpose of gathering and disseminating information and resolving sensitive issues.

10. Understand and apply basic web design techniques to create user-friendly web pages.
11. Problem-solve and partner with citizens, community groups, media and other bureaus.
12. Understand and interpret new and complex concepts and information applicable to assigned projects and responsibilities.
13. Mobilize community resources and engage broad public participation in bureau programs and projects; identify established and emerging community leaders and engage their participation.
14. Write and design attractive promotional materials.
15. Use tact and diplomacy in dealing with sensitive situations and upset individuals.
16. Establish and maintain effective working relationships with all levels of City management, elected officials, representatives of other governmental agencies, business and community leaders, employees, media representatives, the public and others 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 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 four years of progressively responsible professional experience involving the development and coordination of 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: 04-27-11

This class is composed of positions from the following class:

30000493 Senior Community Outreach and Information Representative

Adopted: 07-01-02