



City of Irving Job Description

Community Outreach Coordinator

FLSA Status:	EXEMPT	Job Department:	Communications
Job Code:	06341	Reports To (Job Title):	Communications & Printing Supervisor

PURPOSE

This position is responsible for a variety of programs geared towards improving community communications and education in regard to city programs, projects and initiatives. Furthermore, the position assists residents, businesses, and visitors with resolution to questions and concerns; coordinates the neighborhood enhancement program and assists neighborhood associations resolve issues of concern to their communities; coordinates civic outreach activities that enhance community relations; and, serves as liaison for residents, businesses, and visitors for assistance in problem-solving and requests for information and presentations regarding city programs and services. Additionally, it oversees the departmental budget, assists with graphic design requests, coordinates publication, assists with website content, and assists with Print Services operations. Also, it develops Strategic Plan items and maintains statistical information.

ESSENTIAL DUTIES AND RESPONSIBILITIES

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily.*

- Oversee the neighborhood and homeowner associations program and provide assistance as needed to address questions and complaints.
- Coordinate and manage the Neighborhood Grant program. Facilitate the application process and coordinate the Grant Review Committee. Administer, monitor, review and approve expenditures of allocated grant funds.
- Coordinate and plan Neighborhood Roundtable Meetings. Develop agenda, meeting materials and coordinate catering services.
- Prepare and/or oversee city publications; coordinate content; maintain overall consistency and review for quality control and content accuracy. Prepare calendars for publication deadlines for production.
- Assist with website content; update internal and external content on Internet and Intranet.
- Develop and oversee departmental budget and maintain financial records; perform P-card reallocations.
- Contact executive management of outside agencies on matters requiring immediate response to complaints, providing “follow up” with all parties regarding the resolution of the inquiry.
- Develop Business Plan items, maintain statistical information, and provide information to the Performance Office.
- Provide assistance with graphic design layouts for various departments; edit and update existing items for departments, such as forms and business cards, door hangers, etc.
- Compose and publish various communications to neighborhood associations and community groups to inform of various city initiatives, programs and educational opportunities.
- Coordinate and plan Town Hall meetings, coordinate logistics and publicity efforts; develop programs, agenda, and presentations; and provide “follow up” on items not addressed during meetings.
- Engage with residents and businesses that addressed the City Council or city management staff at various meetings and ensure resolution and/or response.

- Create comprehensive PowerPoint presentations for all city departments, as needed, and review existing presentations for accuracy and consistency.
- Oversee contract management system; update contract information; prepare for biennial internal audit.
- Serve as backup for Communications & Printing Supervisor in the latter's absence.

OTHER DUTIES AND RESPONSIBILITIES

- Coordinate student tours of City Hall.
- Provide support for special events and projects.
- Organize civic outreach initiatives as assigned and coordinate efforts with other departments.
- Various additional duties as assigned by management.

SUPERVISORY RESPONSIBILITIES

Supervisory responsibility is not a regular part of the position.

FINANCIAL / BUDGETARY RESPONSIBILITY

Oversee and monitor departmental budget of approximately \$3 million annually, and oversee and monitor the Neighborhood Grant budget (approximately \$25,000), approving expenditures.

QUALIFICATIONS:

The requirements listed below are representative of the knowledge, skill, and/or ability required.*

EDUCATION

- Bachelor's degree in Communications, Public Administration, Marketing, Public Relations, or commensurate work experience.
- Proficiency through prior experience with AP style writing, use of Microsoft Office and Creative Design software, and providing customer service.

EXPERIENCE

- At least three (3) years of related experience.

CERTIFICATES, LICENSES, REGISTRATIONS

- Class C Driver's License.

KNOWLEDGE OF

- Collaboration: Consensus/Team-building concepts, as well as problem-solving and conflict resolution practices.
- Project Management: Methodologies, tools, and resources for managing large projects.
- Customer Service Management: Principles and processes for providing customer and personal services including needs assessment techniques, quality service standards, alternative delivery systems, and customer satisfaction evaluation techniques.
- Research Writing: Proficiency with AP Writing Style.
- Accounting: Principles and practices including general ledger, accounts payable, and accounts receivable.
- Budget Management: Developing plans and budgets; comparing them against actual activity.
- Internet Content Delivery: Website content management system and HTML.
- Industry Software: An understanding of Adobe Photoshop, Illustrator, and InDesign software; also, video and audio editing software.
- Office Software: Current word processing, presentation, spreadsheet, and database programs used by the City; specifically, the Microsoft Office suite, as well as Banner HRIS and bank software.
- Available informational resources within the City; Communications Department programs and services; other departmental functions and services; external programs, organizations, and resources to assist the City.
- City rules, regulations, policies and procedures, including purchasing procedures and codes.
- Office Systems: Administrative / clerical procedures and systems such as word-processing, filing and records management, form design principles, as well as other modern office procedures, methods, and computer equipment use.

SKILLS AND ABILITIES IN

- Accuracy: Paying attention to detail in dealing with numbers, words, documents, and ideas.
- Self-Management: Working independently and with minimal supervision.
- Judgment & Decision-Making: Weighing the relative costs / benefits of a potential action, which includes performing responsible and difficult work involving the use of independent judgment and personal initiative.
- Complex Problem-Solving: Identifying problems and reviewing related information to develop and evaluate options and implement solutions.
- Confidentiality: Properly handling classified, confidential, and sensitive information, and taking appropriate precautions.
- Organizational Strategies: Tracking multiple variables by sorting, grouping, and calendaring.
- Service Orientation: Actively looking for ways to help people.
- System Ability: Multi-tasking by working with multiple software packages simultaneously.
- Active Listening: Listening to what others are saying and asking questions as appropriate.
- Cooperation: Establishing and maintaining positive working relationships with those contacted in the course of work, which includes internal and external customers.
- Functional Leadership: Motivating, developing, and directing committees/teams.

GUIDANCE RECEIVED

Direction and Varied Methods

Typically receives general direction about assignments and work results to be attained. Requires judgment to determine which methods apply and what data/information should be considered. Position must think through how issues can be addressed within existing policies and procedures and may assist others with more complex work methods and problems.

CONTACTS

Daily contact with the public, city staff, and other organizations; interactions may require obtaining cooperation of people, courtesy and tact are required when dealing with moderately difficult or sensitive issues. This includes direct contact with all levels of staff (director level and below) by providing and receiving information, collaborating with staff on responses to inquiries, researching and assisting with problem-solving, coordinating speaking engagements, and organizing, planning, and facilitating programs and/or events.

The position has direct contact, providing and receiving information, and research and assisting in problem solving, with the Mayor and City Council, when assisting with escalated complaints and inquiries, as well as the City Manager's Office, when coordinating speaking engagements.

Also, this position has direct contact with residents, businesses, and visitors, providing and receiving information, negotiating giving direction, and providing research and assistance with problem-solving, and communicating responses to inquiries.

EQUIPMENT AND PROPERTY

Personal computer, copier, fax, scanner, projector, camera, and audio/visual equipment.

PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.*

The duties of this position require constant listening and seeing; frequent sitting, standing, talking, walking, and reaching, lifting up to 30 pounds, and occasionally the need to drive.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job.*

Typically, the noise level is quiet. The work environment is fast-paced, as there are a constant stream of deadlines. Changes in room temperature when setting up presentations in various facilities and electrical hazards when setting up presentation equipment in facilities not owned by the City, can be expected.

* Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Note: A class specification is a general listing of duties, responsibilities, knowledge, skills, and abilities required of an incumbent assigned to a particular class of work. There may be one or multiple positions assigned to a single classification; therefore, the class specification lists those work attributes that are common to every incumbent in the class.