

COUNTY OF SOLANO

COMMUNITY RELATIONS COORDINATOR

DEFINITION

Plans, organizes, implements, and coordinates a variety of marketing/public relations/community outreach activities and programs for the Department; develops marketing and public relations plans and oversees the implementation of activities associated with these functions.

CLASS CHARACTERISTICS

This classification functions at a specialized professional level of responsibility. This job class is characterized by the responsibility for the coordination, operation and delivery of department-wide community outreach and public/media relations programs. This job class serves as a resource to other managers and staff within the Department in a designated area of expertise and coordinates and/or initiates community outreach/public relations programs across operational and/or programmatic units. Employees in this classification represent the Department and its programs in a variety of community and media forums. This job class requires excellent organizational and communications skills as well as initiative and independence.

SUPERVISION RECEIVED AND EXERCISED

Receives general direction from a management level employee.

Exercises supervision over technical staff, volunteers as well as independent contractors and other service providers.

EXAMPLES OF DUTIES –*Duties may include but are not limited to the following:*

Plans, develops, implements, and coordinates a variety of public information and community outreach programs, activities, and projects in support of marketing the Department's services and programs; analyzes market data and creates and updates the marketing plan; evaluates and directs marketing plan activities; budgets and evaluates marketing expenditures.

Represents the Department in a variety of community outreach activities and public awareness programs; speaks to groups and individuals regarding departmental activities and services and participates as an active and contributing member of designated community organizations, committees/project teams, and special interest work groups as a representative of the Department as assigned.

Creates, coordinates, edits and contributes to a variety of written publications such as newsletters, community outreach communications, annual reports, brochures, feature articles, media releases, and other materials for newspapers, magazines, public service announcements, internet communications, and internal dissemination; designs paid advertisements and other public announcements; evaluates media alternatives for advertising/community outreach and buys time/space as appropriate; tests specific marketing messages and materials with user groups.

Directs and collaborates with independent contractors and other County departments including graphic artists, direct mail providers, advertising account managers and the County print shop manager.

Serves as a resource to the Department's managers and staff members regarding marketing community outreach/public relations activities and projects; chairs any internal committee that develops public relations activities and events; "markets" new and/or expanded ideas for services/programs within the Department; advises executive management regarding communication messages including those in the media, marketing materials, advertising and the Library's web site; leads the Public Relations Committee and collaborates with branch managers and other professional staff to integrate marketing activities into branch libraries' goals.

Participates in the development and implementation of the Department's short and long range strategies and approaches to communications/public relations issues; plans strategies to disseminate information to the public in an effective and positive manner; designs programs and materials to enhance the Department's image and maximize public awareness of programs and services available.

Initiates, develops and maintains collaborative partnerships with local, regional, and statewide organizations, agencies, and businesses to develop, implement, and promote a variety of programs and projects consistent with the Department's goals and services; represents the Department's needs and priorities within these "partnerships".

Plans, initiates, coordinates, and participates in the development and production of a variety of publications, Power-Point presentations, videos, exhibits, websites, photographs, and/or other marketing materials; participates in the selection of consultants/outside resources; schedules and coordinates production tasks; provides oversight and direction to assigned project team; monitors contract performance.

Performs a variety of responsible administrative functions such as participating in the preparation and monitoring of budget(s) for assigned program areas; participating in the strategic planning process; selection, supervising, and evaluating assigned staff members and supervising volunteers, independent contractors and other service providers.

Develops and writes grants for public education/information and community outreach programs/projects; researches potential funding agencies and/or “partnering” organizations; administers grant activities and monitors budgeted revenues and expenditures.

Maintains professional knowledge in applicable areas and keeps abreast of changes in job-related rules, statutes, laws and new business trends; makes recommendations for the implementation of changes; reads and interprets professional literature; attends training programs, workshops and seminars as appropriate.

JOB RELATED AND ESSENTIAL QUALIFICATIONS

Knowledge of:

Considerable knowledge of public relations and marketing techniques.

Public administration as it relates to personnel practices, supervision, office methods and procedures.

Knowledge of standard and accepted principles, techniques and methods of preparing and disseminating public information and community relations materials.

Standard and accepted English composition, spelling, grammar, vocabulary, and punctuation for both written and oral communications.

Standard and accepted methods and practices related to the preparation, publication and distribution of press releases, media and marketing materials, and public service announcements.

Standard and accepted methods and technology utilized in graphic arts, layout, and photography.

Standard and accepted principles and practices of journalism and effective media relations.

Standard and accepted principles and practices of leadership, project management, team building and conflict resolution.

Skill to:

Operate office equipment including a personal computer, copy and fax machines and printers.

Drive a motor vehicle.

Ability to:

Learn the Department's organization, programs, policies and procedures as they relate to public information and community relations affairs.

Learn and apply the policies, procedures, and systems utilized in the Department.
Understand, interpret, and carry out a variety of both oral and written instructions in an independent manner.

Identify problems/issues, collect relevant data, analyze options according to established criteria, recommend appropriate course of action, and initiate corrective action.

Successfully communicate and interact with individuals and groups at all organizational and social levels; instruct, persuade, negotiate, and motivate individuals with diverse backgrounds and business/personal interests.

Communicate clearly, concisely, persuasively, and tactfully in both oral and written forms.

Plan, organize, direct, and evaluate the activities and operations of professional, technical, and/or clerical staff as assigned.

Speak publicly before large and small groups of individuals in a positive, inclusive, and motivational manner.

Coordinate, prioritize, and integrate multiple projects in a timely, cohesive, and effective manner; secure cooperation and teamwork among contractors, consultants, and the Department's staff members.

Schedule, coordinate, and prioritize the work of self and others for successful job performance.

Interpret, analyze, and administer contracts and grants according to designated guidelines and regulations.

Operate designated software programs to include word processing, desktop publishing, spreadsheets, databases, and specialized publication applications at a level sufficient for successful job performance.

Establish and maintain designated documentation and records in an accurate and timely manner.

Establish and maintain effective working relationships with those contacted in the performance of required duties.

EXPERIENCE AND EDUCATION/TRAINING

Experience:

Three (3) years of progressively responsible work experience performing public relations, community outreach, program development and/or program management functions in public or private organizations.

Education:

A Bachelor's degree is required from an accredited college or university with major coursework preferably in public relations, journalism, English, communications, speech or a closely related field.

SPECIAL REQUIREMENTS

Possession of, or ability to obtain, a valid and appropriate California driver's license.

SUPPLEMENTAL INFORMATION

Independent travel will be required.

Incumbents may be required to work outside normal business hours.

ADA COMPLIANCE

Physical Ability: Tasks involve the ability to exert light physical effort in sedentary to light work, but which may involve some lifting, carrying, pushing and/or pulling of objects and materials of light weight (5-10 pounds). Tasks may involve extended periods of time at a keyboard or workstation.

Sensory Requirements: Requires the ability to recognize and identify similarities and differences between shade, degree or value of colors, shapes, sounds, forms, textures or physical appearance associated with job-related objects, materials, tasks or people.

Environmental Factors: Tasks are regularly performed without exposure to adverse environmental conditions.

Director of Human Resources

Established Date: January 2001

Revised Date: November 2002

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BOS Date: June 30, 2003

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