

**CITY OF SOLEDAD**

**Approved: 9/21/21**

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**FLSA: EXEMPT**

## **COMMUNITY ENGAGEMENT COORDINATOR**

### **DEFINITION**

Under general supervision, provides highly responsible media communications and community relations, research, and project management functions for the Office of Community Engagement. Coordinates social media and other communication campaigns including but not limited to webpage management, public service announcements and public outreach; assists in the preparation and implementation of public workshops, special events, and community events; coordinates priority project development using project management software; assists with content development for various multimedia productions; provides technical administrative support for assigned programs and projects; provides highly responsible and complex professional assistance to a Department Director or the Community Engagement Manager; and performs related work as required. This position may be embedded within an assigned Department.

### **SUPERVISION RECEIVED AND EXERCISED**

Receives general supervision from assigned supervisory or management personnel. No direct supervision of staff is exercised. Exercises project direction to professional, technical, or office support staff, and/or consultants on a project basis.

### **CLASS CHARACTERISTICS**

This classification assists in the coordination, and implementation of goals, objectives, policies, procedures, and work standards in a Department or Administration. Responsibilities include the implementation of social media content creation and assistance in the management of the City's social media platforms, applying knowledge of departmental and city-wide goals and activities. The work has technical and programmatic aspects, requiring discretion, confidentiality, and application of best practices of public engagement, as well as performing various research and project management functions.

This position is distinguished from the Community Engagement Manager in that responsibilities include directly implementing an established outreach plan including targeted communication and social media posts and coordination of community events, workshops, and meetings. In contrast, the Community Engagement Manager is responsible for developing overall City policy related to communication and engagement, City branding and marketing, and establishing strategic partnerships.

### **EXAMPLES OF ESSENTIAL JOB FUNCTIONS** (Illustrative Only)

*Management reserves the right to add, modify, change or rescind the work assignments of different positions and to make reasonable accommodations so that qualified employees can perform the essential functions of the job.*

### **Communications & Social Media Functions**

- Design layouts, graphics, and content for web pages and social media sites, PSA's, special project video productions; update social media and web page sites with current information.
- Type, format, proofread, convert, and distribute materials using MS Suite and/or Adobe.
- Write and edit press releases, PSA's, social media posts, marketing collateral, and other content.
- Develop, coordinate, and implement outreach and social media campaigns for public consumption.

- Establish and maintain inter-related filing systems containing marketing, public relations; maintain confidentiality of sensitive information as appropriate; create and maintain project logs and other manual records as required.
- Operate relevant equipment to create social media functions including video editing software, computers, recording devices, video and still cameras proficiently.
- Work with department staff to design outreach plans and materials for social media or web content.
- Work with department and other staff to research and write advisories, alerts, and support materials; facilitate distribution of information as assigned.

### **Community Engagement Functions**

- Manage, research, and build lists of external outreach partners.
- Support facilitation of townhalls, public meetings and workshops, and pop-up events. Assist with coalition efforts, organizing meetings, develop action plans and agendas.
- Serve as a liaison to community groups, and other organizations by attending meetings; provide information and assistance to the public regarding the assigned programs and services; receive and respond to complaints and questions relating to assigned area of responsibility.
- Maintain and manage records and files for assigned programs, including media assets, and volunteer information.
- Coordinate community events.
- Serve as liaison to committee or subcommittees as assigned.
- Establish and maintain effective and cooperative working relationships with others.
- Effectively convey information in person, in writing, or by telephone.
- Act as a City representative and liaison, as needed, on relevant topics, including responding to questions and comments from the public in a courteous and timely manner and collaborating with involved parties to reach resolutions on identified issues.
- Performs other duties as assigned.

### **QUALIFICATIONS**

#### **Knowledge of:**

- English usage, grammar, spelling, vocabulary, and punctuation.
- Public engagement and best practices.
- Social media, video production, marketing and program evaluation principles and practices.
- Event planning principles and practices.
- Record keeping principles and procedures.
- Volunteer recruitment and coordination techniques and practices.
- Organization and function of public agencies, including the role of an elected City Council and appointed boards and commissions.
- Techniques for effectively representing the City in contacts with governmental agencies, community groups, and various business, professional, educational, regulatory, and legislative organizations.
- Techniques for providing a high level of customer service to public and City staff, in person, and by telephone.

#### **Ability to:**

- Use English effectively to communicate in person, over the telephone, and in writing.
- Establish and maintain effective working relationships with those contacted in the course of the work.
- Perform responsible and difficult administrative work involving the use of independent judgment and personal initiative.
- Prepare correspondence, reports, lists and other documents using MS Suite and database software.
- Organize own work, set priorities, work independently on a day-to-day basis, meet critical deadlines, and balance multiple objectives.
- Evaluate and develop improvements in operations, procedures, policies, or methods.
- Prepare clear and effective, narrative, informational, and educational reports, correspondence, and

other written material.

- Respond to constituent inquiries and requests in a timely and positive manner, working with other staff as appropriate.
- Effectively conduct meetings and make presentations to various groups as requested.
- Enter data into standard computer formats and produce correspondence and reports with speed and accuracy sufficient to perform assigned work.
- Operate modern office equipment including computer equipment and data and project management software programs.
- Work with supervisor to establish and revise work priorities or assure the timely completion of assignments.

**Education and Experience:**

*Any combination of training and experience that would provide the required knowledge, skills and abilities is qualifying. A typical way to obtain the required qualifications would be:*

Equivalent to graduation from a four-year college or university with major coursework in communications, public administration, marketing, social work, public policy, urban planning, political science, or a related field preferred, and two (2) years of relevant experience. Strong working knowledge of and experience in communications, marketing, and promotion, including social media. Experience working with the public in a government, educational, or non-profit setting preferred.

**License:**

- Valid California class C driver's license with satisfactory driving record.

**PHYSICAL DEMANDS**

Must possess mobility to work in a standard office setting and use standard office equipment, including a computer; to operate a motor vehicle and to visit various City and meeting sites; vision to read printed materials and a computer screen; and hearing and speech to communicate in person, before groups and over the telephone. This is primarily a sedentary office classification although standing in work areas and walking between work areas may be required. Finger dexterity is needed to access, enter and retrieve data using a computer keyboard, typewriter keyboard or calculator and to operate standard office equipment. Positions in this classification occasionally bend, stoop, kneel, reach, push and pull drawers open and closed to retrieve and file information. Employees must possess the ability to lift, carry, push, and pull materials and objects necessary to perform job functions.

**ENVIRONMENTAL ELEMENTS**

Employees work in an office environment with moderate noise levels, controlled temperature conditions and no direct exposure to hazardous physical substances. Employees may interact with upset staff and/or public and private representatives in interpreting and enforcing departmental policies and procedures.