



CLASS SPECIFICATION

Class Code: 60015156
Date Established: 07/2004
Last Reviewed: 05/2021
Last Revised: 05/2021
Last Title Change:
FLSA: non-exempt
Probation: 12 months

COMMUNITY OUTREACH COORDINATOR

DEFINITION

Under general supervision, provides staff support to the public, assigned departments, County Commissioners, County management, and other citizen groups by representing Washoe County throughout the community; and performs related work as assigned.

EXPERIENCE AND TRAINING REQUIREMENTS

A bachelor's degree from an accredited college or university in public administration, communication, political science, business, journalism, liberal arts, social work, psychology or a related degree AND three years of full-time experience in media relations, public relations, crisis communications, or a related field for the purpose of facilitating communications with external partners and the community; OR an equivalent combination of education and experience.

LICENSE OR CERTIFICATE

A valid driver's license is required at the time of appointment.

SUPERVISION EXERCISED

May provide work assignment and direction to support staff and department interns.

EXAMPLES OF DUTIES *(The following is used as a partial description and is not restrictive as to duties required.)*

Coordinate and facilitate communications between citizens, public and private sector representatives, assigned departments, and staff by attending community/neighborhood meetings and events and serving as initial point of contact for citizen service inquiries.

Represent the assigned department and Washoe County's policies and positions on issues of importance to the community; serve as County spokesperson to community groups on these issues.

Report back to the County Commission, senior management, and/or department heads regarding issues that may affect their specific operations/responsibilities along with recommended courses of action.

Identify, address, and recommend solutions to problem areas raised by citizens, citizen advisory committees, and other identified citizen groups.

Identify, investigate, and resolve complaints made by, or on behalf of, citizens.

Work with County Commission, senior management, and/or department management to implement policies and procedures that meet the department goals of providing citizen-focused, excellent public service; recommend and coordinate courses of action to meet citizen concerns and communicate improved customer service to identified constituent groups.

Examine causes of citizen issues and initiate corrective action with management to improve customer relations.

Work with department directors, Communications Director, senior management, and County Commission to develop communication plans to meet perceived community issues; assist in preparing collateral materials and newsletters, conduct media interviews, manage social media platforms, make oral presentations and perform other tasks designed to communicate the County's policies and positions on community issues.

JOB RELATED AND ESSENTIAL QUALIFICATIONS

Full Performance *(These may be acquired on the job and are needed to perform the work assigned.)*

Knowledge of:

Washoe County organizational structure.

Washoe County governmental processes.

Departmental policies, practices, and procedures including protocol.

Media resources and other forms of public outreach available in the community.

Terms and acronyms commonly used in Washoe County departments/divisions.

Public relations, communications, and marketing practices.

Ability to:

Use systems and software programs used in the assigned area.

Entry Level *(Applicants will be screened for possession of these through written, oral, performance, or other evaluation methods.)*

Knowledge of:

Components of a public relations program including media relations and communications.

Communication techniques and marketing methods, including development of materials appropriate for targeted audiences.

Basic government processes.

Ability to:

Analyze data/information/situations and provide innovative and alternative solutions; anticipate consequences of proposed actions and make appropriate responses or recommendations.

Research, compile, tabulate, analyze and accurately interpret data and information.

Read, interpret, and apply regulations, laws, policies, procedures, codes, and regulations.

Independently plan, prioritize, and organize workloads to ensure schedules and deadlines are met.

Use a personal computer and a variety of software packages, including word processing and desktop publishing.

Communicate effectively, make eye-contact; prepare and present clear, concise, and accurate statements and reports; be articulate and speak with confidence; make visual and oral presentations; tailor the message to the intended audience.

Write correspondence, memoranda, administrative summaries, reports, and other documents in a clear, concise manner; use correct grammar and word usage to address the desired audience.

Remain polite, tactful, and diplomatic in stressful situations.

Negotiate conflict and build consensus.

Act with honesty and integrity; exercise appropriate discretion and maintain confidentiality of information.

Develop, foster, and maintain effective and collaborative working relationships with all those contacted in the course of work.

Gain credibility among constituents and co-workers as a trusted, credible representative of Washoe County.

SPECIAL REQUIREMENTS *(Essential duties require the following physical skills and work environment.)*

Ability to work in a standard office environment. Ability to travel independently via public and private transportation. Ability to work evenings and weekends as part of regular work hours.

This class specification is used for classification, recruitment, and examination purposes. It is not to be considered a substitute for work performance standards.