



Midpeninsula Regional Open Space District

COMMUNITY OUTREACH SPECIALIST

DEFINITION

Under general supervision, responsible for planning, organizing, coordinating, and directing public awareness programs to meet Midpeninsula Regional Open Space District goals of fostering partnerships with community organizations including various cultures and ethnic groups. This position includes ability to work directly with constituents while developing personal contact with community and youth groups, various local governments, business and health organizations, and other interest groups.

SUPERVISION RECEIVED AND EXERCISED

Receives general supervision from the Public Affairs Manager. Provides some general supervision over assigned interns and volunteers, and may provide technical and functional direction to lower-level staff.

CLASS CHARACTERISTICS

This is a single position specialist classification responsible for providing professional-level support to the Public Affairs Department in a variety of areas, including assisting in the development, planning, implementation and evaluation of public affairs outreach events and material, including dedications and grand openings. Incumbents require specialized public relations skills, as well as competence in coordinating assigned projects and programs with that of other District departments and outside agencies. Successful performance of the work requires the frequent use of tact, discretion, and independent judgment; knowledge of departmental and District activities; and extensive staff, public, and organizational contact. This position will also be responsible for collecting and assisting with the reporting of data related to outreach and public awareness to demonstrate program effectiveness and potential areas of growth. This class is distinguished between the Public Affairs Specialist in that the latter is responsible specifically for coordinating marketing material and events as they relate to District activities, while this class is responsible for planning and conducting on-the-ground public outreach and disseminating information about the District at various events.

EXAMPLES OF ESSENTIAL 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.

- Oversees and executes community outreach for MROSD, including event logistics.
- Plans innovative community education and engagement activities to stimulate involvement in targeted communities.
- Develops, organizes, and conducts special events, including District grand openings, open houses, and dedications; coordinates event plans and support with organizations and groups.
- Attends and/or ensures participation in regional fairs and events to promote the District.
- Makes presentations about District programs and services to local community groups, and ensures coverage at events that further the District's outreach program goals.
- Formulates programs and relationships to encourage culturally diverse utilization of District preserves and programs.

- Solicits community input to ensure the District's programs are of interest to and meet the needs of the community's diverse constituency.
- Fosters partnerships with youth organizations, community groups, recreation and conservation agencies, and local businesses and non-profits especially those representing various cultures and ethnic groups.
- Assists with training, supervising and coordinating activities for community outreach volunteers and interns.
- Coordinates with other program administrators.
- Manages relationships with program directors and communication personnel from other conservation organizations, open space agencies and park districts.
- Builds partnerships among business and non-profit groups while promoting awareness of District programs and benefits.
- Monitors and evaluates the effectiveness of communication strategy and provides recommendations for adjusting the strategy as necessary.
- Updates and maintains the program's website regularly with events, information and news.
- Provides update to the viral marketing and social networking efforts.
- Supports Public Affairs Manager by drafting language and providing communication materials as needed.
- Prepares regular reports for tracking purposes.
- Performs other duties as assigned.

QUALIFICATIONS

Knowledge of:

- Principles and practices of public relations and outreach programs goal setting, development, implementation, and evaluation.
- Practices of researching program issues, evaluating alternatives, making sound recommendations, and preparing and presenting effective staff reports.
- Event planning for dedications and grand opening events.
- Principles, practices, and techniques used in the conduct of an effective public information and publicity program in a public agency.
- Basic principles and practices of graphic design and print production, including an understanding of design concepts and applications.
- Methods and techniques of public speaking.
- Recent and on-going developments, current literature, and sources of information related to public relations.
- Basic principles of supervision and training.
- Applicable Federal and State laws, District regulations, codes, policies, and procedures.
- Record keeping principles and procedures.
- Modern office practices, methods, and computer equipment.
- Computer applications related to the work.
- English usage, grammar, spelling, vocabulary, and punctuation; knowledge of other languages is highly desired.
- Techniques for effectively representing the District in contacts with governmental agencies, community groups, and various business, professional, educational, regulatory, and legislative organizations, and various media.
- Techniques for providing a high level of customer service to public and District staff, in person and over the telephone.

Ability to:

- Plan, research, organize, coordinate, and implement a variety of public information, media, and legislative related activities and programs.
- Plan and facilitate meetings, identify community needs, work with community leaders and volunteers of diverse backgrounds.
- Speak to a wide-range of audiences, develop and deliver multi-media presentations.
- Identify and implement effective course of action to complete assigned work.
- Interpret, apply, and explain complex laws, codes, regulations, and ordinances.
- Effectively represent the District in meetings with the general public, community groups, organizations, other governmental agencies, and professional, regulatory, and legislative organizations.
- Research, analyze, and evaluate new service delivery methods, procedures, and techniques.
- Research, develop, write, and deliver accurate and effective communications.
- Develop effective public and community outreach strategies; work effectively with diverse groups of different ages and various socio-economic backgrounds; listen to and discuss problems and complaints tactfully.
- Analyze, interpret, summarize, and present administrative and technical information and data in an effective manner.
- Assist in the preparation and administration of assigned budgets; allocate limited resources in a cost effective manner as directed by the Public Affairs Manager.
- Organize and prioritize a variety of projects and multiple tasks in an effective and timely manner; organize own work, set priorities, and meet critical time deadlines.
- Operate modern office equipment including computer equipment and specialized software applications programs.
- Use English effectively to communicate in person, over the telephone, and in writing; ability to speak multiple languages is highly desired.
- Use tact, initiative, prudence and independent judgment within general policy, procedural and legal guidelines.

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 an accredited college or university with major coursework in public relations, communications, business administration, or a related field and three (3) years of increasingly responsible experience in a public affairs or community outreach program.

Licenses and Certifications:

- Possession of a valid California Driver's License.

PHYSICAL DEMANDS

Must possess mobility to work in an outdoor environment, at various community locations and in a standard office setting; to operate a motor vehicle to visit various District and meeting sites; to perform meeting setup at community events; vision to read printed materials and a computer screen, including colored marketing material and web content; and hearing and speech to communicate in person, before groups, and over the telephone. 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 may bend, stoop, kneel, reach, push, and pull materials and objects. Employees must possess the ability to lift, carry, push, and pull materials and objects weighing up to 30 pounds.

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 be required to travel to District field sites where exposure to loud noise levels, cold and hot temperatures, inclement weather conditions, road hazards, vibration, and mechanical and/or electrical hazards are possible. Employees may interact with upset staff and/or public and private representatives in interpreting and enforcing departmental policies and procedures.

WORKING CONDITIONS

May be required to work evenings, weekends, and holidays.

EFFECTIVE: April 2012

REVISED: May 2015, July 2016

FLSA: Exempt