



Midpeninsula Regional Open Space District

PUBLIC AFFAIRS PROGRAM COORDINATOR

DEFINITION

Under general direction, plans, designs, coordinates, and implements a wide variety of community outreach efforts; provides highly responsible program coordination, staff assistance and administrative support to the docent program; acts as a liaison for the District with civic and community groups, organizations, and other governmental agencies to elicit and coordinate community participation in District activities and programs; participates in and initiates the development and implementation of outreach processes, procedures, and programs; interacts frequently with the public and provides information or directs questions and requests to the appropriate staff; and performs related work as required.

SUPERVISION RECEIVED AND EXERCISED

Receives general direction from the Public Affairs Manager. Exercises no direct supervision of staff. May exercise technical and functional direction over lower-level staff, interns, and/or volunteers.

CLASS CHARACTERISTICS

This is a journey-level class that performs a wide variety of duties in the coordination of specific components of assigned public outreach and docent programs and processes and performs project support to Public Affairs staff as needed. 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 class is distinguished from the Public Affairs Specialist in that the latter is a higher level classification that develops and implements a wide array of complex public affairs projects, programs, and special events, whereas this class coordinates, develops and implements community outreach programs and provides specialized support to the docent and other public affairs programs.

EXAMPLES OF ESSENTIAL JOB FUNCTIONS (Illustrative Only)

Management reserves the rights 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.

- Performs and coordinates communication and public information activities to develop and maintain constructive relations between the District and its many contacts, including the media, community groups, and the public at large.
- Prepares a variety of informational materials for dissemination to the public and news media, including material for newsletters, proposals, descriptive documents, brochures and/or other information as needed.
- Administers the Outdoor Activity (OA) reservation process; monitors and responds to telephone and electronic reservation requests; responds to public inquiries; updates phone reservation message and status on District website; reviews and processes permits for accuracy; relays information to docents and field offices; distributes OA quarterly calendars and Nature Notes newsletter to field offices for preserve signboards; reviews online participant feedback forms and routes to appropriate District staff for follow-up as necessary.

- Coordinates school field trip programs; maintains teacher database; creates and updates solicitation mailings, on-line registration form, and District webpage; receives teacher requests and process attendance selection lottery; process class confirmation forms, and send confirmation mailings; assigns leads and update docent date assignments; provides information to field offices.
- Schedules the annual opening and field trips for the Daniels Nature Center; staffs the Nature Center as needed and serve as liaison for the Nature Center facility and operational needs.
- Provides highly complex technical and administrative support to the docent program, including ongoing docent recruitment activities within the community and local media outlets; assists in coordinating training materials and organizing meetings; collaborates on the preparation of quarterly docent program activities for publication; posts docent activities directly to District website; processes and provides calendars to field offices; and maintains up-to-date records of docent volunteer hours.
- Assists in researching, developing, writing, and designing brochures, flyers, signboard notices, and displays; researches and updates display materials to ensure accuracy with current District projects, programs, and goals.
- Researches and writes a variety of articles and publications for District newsletter, website, and other areas.
- Serves as the District liaison with the geocaching community, including receiving monthly provider class schedules, routing schedules to various departments for inclusion on calendars, offering opportunities for volunteer and staff training, reviewing reports from District contacts with geocaching community; and ensuring the monitoring of caches and compliance with District guidelines.
- Oversees ongoing community outreach activities by researching and recommending participation at community outreach events; schedules approved activities with the proper organizations, coordinating materials, soliciting volunteers to staff booths, may attend events as necessary including set up and tear down of the booth, and evaluating the effectiveness/success of outreach efforts.
- Coordinates special community outreach projects, such as leading on-site education and outreach programs, and after school programs with docents and liaisons.
- Develops and implements a variety of special and on-going projects, requiring direct interaction with legal, field staff, supervisors, public affairs staff, and volunteers to design, implement, and organize media outreach, contracts, and event and program activities.
- Establishes and maintains open communication with program staff; coordinates activities and work cooperatively in a professional manner.
- Provides program development input for community and environmental education activities.
- Organizes and attends community meetings of various types; responds to inquiries and concerns; provides input to project management regarding community attitudes and needs related to project activities.
- Attends meetings, conferences, workshops, and training sessions; attends and participates in professional group meetings; stays abreast of new trends and innovations in the field of public information, communication, and other types of services as they relate to the area of assignment.
- Performs other duties as assigned.

QUALIFICATIONS

Knowledge of:

- Principles, methods, and practices applied in design and implementation of public relations and outreach programs.
- Applicable Federal, State, and local laws, regulatory codes, ordinances, and procedures relevant to assigned area of responsibility.
- Principles and applications of marketing communications.
- 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.
- Research methods and analysis techniques.
- Record-keeping principles and procedures.
- Modern office practices, methods, and computer equipment and applications related to the work.
- English usage, grammar, spelling, vocabulary, and punctuation.
- Techniques for effectively representing the District in contacts with the media, other governmental agencies, community groups, and various business, professional, educational, regulatory, and legislative organizations.
- Techniques for providing a high level of customer service by effectively dealing with the public, vendors, contractors, and District staff.

Ability to:

- Understand, interpret, explain, and apply Federal, State, local, and District policies, laws, and regulations governing the District's projects and programs.
- Effectively administer and coordinate a variety of projects and administrative tasks with attention to detail.
- Recommend, develop, implement, and coordinate a variety of specific community outreach programs.
- 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.
- Make effective presentations before groups.
- Respond to the public with tact, diplomacy, and empathy while maintaining an objective perspective and evenhanded approach to problem identification and resolution.
- Interpret information and situations, exercise sound independent judgment, and make recommendations in accordance with applicable policies, regulations, and guidelines.
- Maintain accurate files and records.
- 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.
- Use tact, initiative, prudence, and independent judgment within general policy, procedural, and legal guidelines.
- Establish, maintain, and foster positive and effective working relationships with those contacted in the course of work.

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 the completion of the twelfth (12th) grade supplemented by two (2) years of college-level coursework in business administration, public administration, marketing, communication, or environmental studies, or a closely related field, and two (2) years experience working with the public in

community outreach or marketing activities, including the development and preparation of outreach materials, demonstrated project management skills, and/or demonstrated administrative and clerical skills.

Licenses and Certifications:

- Possession of a valid California Driver's License.

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 District and meeting sites; 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. This is primarily a sedentary office classification although standing in work areas and walking between work areas is often required. Finger dexterity is needed to frequently access, enter, and retrieve data using a computer keyboard, typewriter keyboard, or calculator and to operate standard office equipment. Positions in this classification frequently 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 weighing up to 25 pounds.

ENVIRONMENTAL ELEMENTS

Employees work primarily 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: December 2011
REVISED: N/A
FLSA: Non-Exempt