



JOB DESCRIPTION

Community Outreach/Public Information Officer

THE POSITION

The Community Outreach/Public Information Officer (Limited Term) reports directly to the District Manager and is a member of the Administration Department. In support of District administration, the position coordinates the implementation of the District's community outreach and promotions program. This position assumes broad responsibilities and exercises considerable independent judgment in carrying out job duties. This position is "people oriented", requiring strong interpersonal skills.

EXAMPLE OF DUTIES

The Community Outreach/Public Information Officer (Limited Term) works closely with District staff in developing, maintaining and implementing a comprehensive promotional and community outreach program.

The promotional aspects of this position are broadly defined. Examples of promotional duties include: Overseeing and coordinating the development and dissemination of information that comprehensively promotes District programs, classes, facilities, special events, activities, community information and news. In support of District administration, oversees and coordinates implementation of strategic promotional goals and objectives, brand identification, and content creation. Tasks may include, but are not limited to: developing promotional information such as packets, flyers and guides; developing and coordinating press releases and other public information; media relations and coordination; establishing program goals, objectives and promotional calendars, coordinating and completing video and photographic representations of the District; enhancing and maintaining connections with and service to District partners and customers through the use of technology including the use of social media, the District's website and other outreach tools; reviewing, monitoring and providing information, data and analyzing outreach program performance; and providing staff education and training.

The community outreach aspect of this position is also defined broadly, to include proactive community relations engagement and representation, outreach and interaction with the community, partners and customers. Tasks may include, but are not limited to, representing the District, serving as an informational ambassador and liaison for services and programs, and meeting with and attending activities of community groups, service clubs, organizations and businesses; securing and coordinating sponsors for District activities, programs and events, and serving as staff support and liaison for the District's non-profit foundation.

EMPLOYMENT STANDARDS

Experience: Bachelor's Degree from an accredited college or university is desired. Requires a minimum of three years experience in recreation programming, promoting activities, community

outreach, social media communications and graphic design. Public sector experience and/or parks and recreation experience is desired.

Desirable qualifications include:

Ability to plan, organize and lead promotional and outreach programs;

Provide highly responsible and technical professional staff assistance in the development and implementation of community outreach and promotions programs in accordance with District policies and procedures;

Ability to have a keen understanding and knowledge of the broad mission, goals and objectives of the organization to effectively and to tactfully communicate with a wide array of community partners and customers;

Knowledge of social media and other outreach platforms and tools;

Ability to work autonomously, exercise independent judgement and to adapt quickly to new and changing situations;

Possess excellent skills in public relations, oral and written communications and preparing and distributing written materials;

Possess high level organizational skills and an ability to prioritize multiple assignments;

Ability to analyze facts and draw logical conclusions;

Ability to effectively prioritize, manage and complete a wide variety of projects;

Ability to train, educate and directly or indirectly supervise and coordinate promotional and outreach implementation throughout the organization;

Working knowledge of principles and practices of the public and general administration processes;

The ability to have a flexible work schedule depending on the needs of the organization and the community outreach and promotions program.

Driver's License: Possess a valid California driver's license and demonstrate a good driving record.

PHYSICAL REQUIREMENTS

It is expected that this position will be sitting 70% of the time or more and require daily climbing of stairs, bending, kneeling or squatting and reaching overhead and it is expected that lifting will be limited to items that weigh 20 pounds or less and frequent climbing of stairs.