



City of Tigard
Community Development Department
Community Engagement Coordinator
Job Description

DEFINITION

Develops and carries out community events; community involvement projects and assignments; creates and develops a variety of digital and other materials and media for use in information and communication programs; conducts communications and relationship building initiatives with the community; and performs related duties as assigned.

SUPERVISION RECEIVED AND EXERCISED

Employees in this position receive general supervision and/or technical and functional direction from department professional and management personnel. Incumbents in this position receive occasional instruction or assistance as new or unusual situations arise and are fully aware of the operating procedures and policies of the work unit. The Assistant Community Development Director reviews the work at various stages of its progress or at the completion for accuracy, adequacy, adherence to instructions, and the successfulness of the project's outreach. The Community Outreach/Engagement Coordinator exercises functional direction over clerical support staff assigned to the program.

CLASSIFICATION CHARACTERISTICS

This is a journey-level professional classification responsible for performing assignments related to event planning and coordinating, community education and information outreach projects, as well as internal communication programs related to the department. Incumbents organize and manage community events and involvement initiatives to promote resident input to and involvement in department decision making on identified issues and/or participation in programs designed to meet defined, specialized community needs. This class is distinguished from the Community Outreach/Engagement Assistant in that the coordinator position is responsible for providing direction to the Community Outreach/Engagement Assistant who performs clerical and operational support for outreach program events. This classification is further distinguished from the Associate Planner in that the latter performs the full range of professional and technical planning-related work.

ESSENTIAL JOB FUNCTIONS

- Leads the Community Development Department's efforts to reach out and engage the community in planning efforts related to land use, transportation, public space development, and economic development.
- Plans and conducts program outreach and promotional activities; develops information outreach through online communications, digital communications, and mobile platforms.
- Organizes and plans outreach events; plans department outreach programs and projects; works with other department staff to formulate methods and approaches for addressing the community through planning projects.
- Evaluates new trends, resources, and industry information; makes recommendations regarding resource and technology upgrades; maximizes use of current resources and technology; i.e., internet, web, YouTube, or PowerPoint; manages content and quality of information provided to websites; writes content and edits text and graphic material, including flyers, brochures, newsletters, scripts,

visual displays, signs, press releases, slide shows, charts, and other print/graphic materials and assists in coordinating production and distribution of print/graphic materials.

- Carries out professional assignments in support of outreach, education, information, or community involvement projects and activities; designs and develops supporting materials.
- Acts as department lead for the department's strategic plan outreach to increase awareness and acceptance of new approaches to zoning, planning and local engagement; reaches out to members of the public to solicit their involvement in the conception and implementation of community development projects and initiatives; responsible for creating and maintaining online community development spaces where Tigard citizens can learn, engage, and includes the development of the city.
- Provide leadership in the department and as part of the citywide communication team for moving the city toward a more dynamic communications footing; coordinate with communication and outreach staff from other city departments to leverage efforts from all parts of government.
- Confers with representatives of committees and vendors as required by project assignments.
- *Performs other duties as assigned.*

Job and Conduct Requirements:

- Performs quality work within deadlines with or without direct supervision.
- Works independently while understanding the necessity for communicating and coordinating work efforts with other employees and organizations.
- Maintains regular job attendance and adherence to working hours, consistent with applicable policies.
- Complies with applicable city, state, local, and federal laws, rules, and regulations; Follows and maintains knowledge of all city policies and procedures.
- Observes safe work methods; reports safety, sanitary, and fire hazards immediately to supervisor and follows prescribed policies for safety.
- Maintains work areas in a clean and orderly condition, including securing equipment at the close of the workday.
- Provides needed information and demonstrations concerning how to perform certain work tasks to new employees in the same or similar class of positions.
- Participates effectively at regular team meetings using appropriate interpersonal skills and problem-solving skills and conflict resolution strategies.
- Maintains appropriate certifications and training, as required.
- Interacts thoughtfully and courteously with staff and community; Acts and resolves conflict in a professional manner.
- Works effectively as a team contributor on all assignments.

JOB QUALIFICATIONS

Knowledge of:

- Principles and practices of community involvement and outreach/engagement methods, including event organizing, public relations, marketing and public speaking.
- Methods and techniques of writing for public information and involvement, including advertising, marketing, and public relations.
- Principles, practices, tools, and techniques of program/project planning, budgeting, and maintenance of public records.
- Basic publication resources, including website and database development, and design services.
- Federal, state, and local laws and regulations applicable to assigned areas of responsibility.

- Practices, procedures and techniques of the development, implementation, scheduling, promotion and coordination of event planning, public relations, and marketing principles and practices.
- Modern office practices and procedures, including the use of standard office/computer equipment.
- Fundamentals of writing and composition as it relates to publications and internet applications.
- English usage, grammar, spelling, vocabulary, and punctuation.
- Practices, procedures, and techniques of the coordination, and evaluation of programs.
- Public/community relations, communications, customer service, and information presentation methods and procedures.
- Record keeping principles and procedures.
- Techniques for dealing effectively with the public, contractors, and City staff, in person and over the telephone.
- Techniques for effectively representing the city in contacts with governmental agencies, community groups and various business, professional, educational, and regulatory organizations.
- Techniques for providing a high level of customer service to public and city staff, in person and over the telephone.

Skill in:

- Creating events that are fun and informative with a goal of enticing community members to participate in city business and activities.
- Use of personal computers, various related software programs, and standard office equipment to produce documents and files, e-mail, use internet software and computer programs used by the City including MS Office Word, Excel, WordPress, and PowerPoint.
- Oral and written communication skills to understand written information (including instructions, descriptions, and ideas), and to express such information verbally and in writing so that others will understand and, at times, be convinced or persuaded.
- Active listening skills and interpersonal skills.
- Conflict resolution skills.
- Organizational and time management skills to organize own work, set priorities, and meet critical time deadlines.

Ability to:

- Develop an annual program plan and program budget.
- Coordinate program functions and activities effectively to achieve program goals and objectives.
- Identify program deficiencies or delivery problems and develop corrective action strategies in support of established goals.
- Coordinate program activities with multiple stakeholders and facilitate development of partnerships and multi-agency agreements.
- Plan, develop, organize, coordinate, and implement a variety of programs and events/activities suited to meet the needs of the community.
- Assist in developing and administering program budgets.
- Effectively conduct meetings and make presentations to various groups.
- Effectively present information and respond effectively to questions in one-on-one, small group, and large group situations to a variety of audiences.
- Prepare clear and effective written materials including reports, correspondence, and other written material; ability to write in a creative, descriptive, technical, and/or factual manner to intended audiences.
- Establish, maintain, and foster positive and harmonious working relationships with those contacted in the course of work including community members.

- Use tact, initiative, prudence, and independent judgment within general policy, procedural, and legal guidelines.
- Plan, organize, and carry out assignments with minimal direction.
- Organize and prioritize a variety of projects and multiple tasks in an effective and timely manner.
- Adapt to quickly changing plans, priorities, and circumstances.
- Understand, interpret, and respond to internal and external customer needs and expectations.
- Understand the organization and operation of the assigned department, program, and of outside agencies as necessary to assume assigned responsibilities.
- Interpret, apply, and explain Federal, State, and local laws, codes, regulations, and departmental policies and procedures.
- Apply sound, creative problem-solving techniques to resolve program issues and problems.
- Operate modern office equipment including computer equipment and specialized software applications programs.
- Ensure the maintenance of all required files, records, and documentation.
- Remain open to and consider others' ideas and contribute to building a positive team spirit.
- Identify and appropriately address safety and security threats.

MINIMUM QUALIFICATIONS

Minimum Education/Experience Requirements:

Any combination of training and experience, which would provide the required knowledge, skills and abilities, to perform the essential functions of the position, may be qualifying. A typical way to obtain the required qualifications would be:

- Equivalent to graduation from an accredited four-year college or university with major coursework in events coordination, public relations or public affairs, marketing, communications, or a related field, and
- A minimum of two (2) years' professional experience in program planning and development, event coordination and administration, and/or community outreach programs in public or private organizations.

Preferred Qualifications:

- Experience working with media and press and using social media.
- Experience and ability working with WordPress content management system for website design and development, or other similar knowledge.

License and Certification Requirements:

- Possession of a valid driver's license with a clean/satisfactory DMV driving record report.

WORKING CONDITIONS

Work Environment:

Employees work approximately 80% of the time in an office environment with moderate noise levels, controlled temperature conditions, and no direct exposure to hazardous physical substances. Employees will also work off-site in the community engaging the community, presenting at meetings both during the day and in the evening. Employees may interact with upset, emotional or frustrated staff and/or public and private representatives in interpreting and enforcing citywide and departmental policies and procedures. Employees will spend time in off-site meeting locations, including but not limited to restaurants, parks, libraries and other public gathering locations.

Physical Demand/Manual Dexterity:

This is primarily a sedentary office classification although standing in work areas and walking between work areas and driving to meeting locations will be required. Finger dexterity is needed to access, enter, and retrieve data using a computer keyboard, or calculator, and to operate standard office equipment. Vision is necessary to read printed materials and a computer screen. 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 weighing up to 25 pounds, to carry materials to external meetings, lap tops, projectors, etc. Due to the critical public engagement aspects of this position off-site and evening/weekend meetings may be a regular requirement of the position.

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Management is receptive to receiving requests from employees for accommodations related to disability, will engage in the interactive process with employees who make such requests and, where accommodation is needed and reasonable, is committed to providing accommodation, unless doing so would impose an undue hardship on the operation of the business.