

CITY OF TUALATIN

Classification Description

Job Title: Community Engagement Coordinator
Department: Administration
Reports To: Assistant to the City Manager
FLSA Status: Non Exempt

SUMMARY: This position helps coordinate, plan and execute communication and community engagement strategies, plans and initiatives. This position will focus on raising the visibility of the City in the community, and promotes awareness and understanding of City services, policies, projects, programs and issues. Supports the development and creation of communication materials as well as supporting the relationship with various community groups. Creates new approaches to solve complex community relations issues. Supports the City's on-going effort to engage the entire community.

ESSENTIAL DUTIES AND RESPONSIBILITIES include the following. Other duties may be assigned.

Plans and coordinates public outreach, citizen engagement and education activities to promote connectivity between the community and the city and expand public understanding

Work closely with community leaders and community based organizations to develop and implement engagement strategies

Assists in design, creation and distribution of public information and communication materials, and participating in community outreach events

Contribute to media relations efforts by developing story concepts, writing press releases and providing needed public relations

Plan, organize and coordinate special events, meetings, community forums, workshops that relate to public information, involvement or engagement

Makes presentations to City Council, advisory committees, citizen involvement organizations, civic groups and the general public as assigned. Prepares and delivers speeches, presentations, resolutions, ordinances, contracts, administrative policies.

Represents the City at various local meetings, serves on committees, and as staff liaison to community groups. Gathers, synthesizes and filters information from these meetings and reports to supervisor, City Manager, or City Council.

Coordinate and assist in implementing the City's branding policies and guidelines

Provide assistance in enhancing and improving the City's website and supporting overall website strategies.

Support the City's social media strategy and utilizes platforms to reach broad audiences with relevant and engaging material.

Research, evaluate and implement non-traditional methods of communication and outreach.

Consults with management on diversity and equity-related matters in relation to strategic community engagement and coordinates language access services with the public.

May coordinate response to citizen complaints/concerns and problem resolution as needed.

Drives to city facilities, vendors, training programs, and meetings, as necessary.

Provides general support to the City's various communication and engagement programs as assigned.

SUPERVISORY RESPONSIBILITIES: This job has no supervisory responsibilities. May provide direction to Office Assistants.

COMPETENCIES: To perform the job successfully, an individual should demonstrate the following competencies:

Adaptability - Adapts to changes in the work environment; Manages competing demands; Able to deal with frequent change or unexpected events; Changes approach or method to best fit the situation.

Analytical - Synthesizes complex or diverse information; Collects and researches data; Uses intuition and experience to complement data; Designs work flows and procedures.

Attendance & Punctuality – Consistently at work and on time; Arrives at meetings and appointments on time.

Cost Consciousness - Works within the approved budget; Conserves organizational resources; Develops and implements cost saving measures.

Customer Service - Manages difficult or emotional customer situations; Understands and applies the principles of quality customer service; Responds promptly to customer needs and to requests for service and assistance; Solicits customer feedback to improve service.

Dependability - Follows instructions and responds to management direction; Takes responsibility for own actions; Keeps commitments; Completes tasks on time or notifies appropriate person with an alternate plan.

Diversity - Shows respect and sensitivity for cultural differences; Demonstrates an understanding of cultural competency; Promotes and supports a harassment- free environment.

Ethics - Treats people with respect; Inspires the trust of others; Works ethically and with integrity; Upholds organizational values.

Initiative - Volunteers readily; Undertakes self-development activities; Seeks increased responsibilities; Takes independent actions and calculated risks; Looks for and takes advantage of opportunities; Asks for help when needed.

Innovation - Displays original thinking and creativity; Meets challenges with resourcefulness; Generates suggestions for improving work; Develops innovative approaches and ideas; Presents ideas and information in a manner that gets others' attention.

Interpersonal Skills – Focuses on cooperatively resolving conflict; Maintains confidentiality; Actively listens to others without interrupting; Conveys a positive image of the City and its services; Keeps emotions under control; Remains open to other ideas and tries new things.

Judgment - Displays willingness to make decisions; Exhibits sound and accurate judgment; Supports and explains reasoning for decisions; Includes appropriate people in decision-making process; Makes timely decisions.

Leadership - Exhibits confidence in self and others; Inspires and motivates others to perform well; Effectively influences actions and opinions of others; Accepts feedback from others; Gives appropriate recognition to others.

Motivation - Sets and achieves challenging goals; Demonstrates persistence and overcomes obstacles; Measures self against standard of excellence; Takes calculated risks to accomplish goals.

Oral Communication - Speaks clearly and persuasively; Listens and gets clarification; Responds well to questions; Participates in meetings; Demonstrates group presentation skills.

Organizational Support - Follows policies and procedures; Completes administrative tasks correctly and on time; Supports organization's goals and values; Benefits organization through outside activities.

Planning & Organizing – Prioritizes and plans work activities; Uses time resources efficiently; Plans for additional resources; Sets goals and objectives.

Problem Solving - Identifies and resolves problems in a timely manner; Gathers and analyzes information skillfully; Develops alternative solutions; Uses reason even when dealing with emotional topics; Works well in group problem solving situations.

Professionalism - Approaches others in a tactful manner; Reacts well under pressure; Treats others with respect and consideration regardless of status or position; Inspires respect and trust; Accepts responsibility for own actions; Follows through on commitments.

Project Management – Develops project plans; Coordinates projects; Communicates changes and progress; Completes projects on time and budget; Manages project activities.

Quality Management - Looks for ways to improve and promote quality; Demonstrates accuracy and thoroughness; Applies feedback to improve performance; Monitors own work to ensure quality.

Strategic Thinking - Develops strategies to achieve organizational goals; Understands organization's strengths and weaknesses; Identifies external threats and opportunities; Adapts strategy to changing conditions.

Teamwork – Balances team and individual responsibilities; Exhibits objectivity and openness to others' views; Gives and welcomes feedback; Contributes to building a positive team spirit; Puts success of team above own interests; Able to build morale and group commitments to goals and objectives; Supports everyone's efforts to succeed.

Technical Skills - Assesses own strengths and weaknesses; Pursues training and development opportunities; Strives to continuously build knowledge and skills; Shares expertise with others.

Written Communication - Writes clearly and informatively; Edits work for spelling and grammar; Varies writing style to meet needs; Presents numerical data effectively; Able to read and interpret written information.

QUALIFICATIONS: To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Knowledge: Considerable knowledge of the principles, practices and techniques of business and public administration and communications. General understanding of the procedures the assigned department, including an understanding as to how these relate to the City organization as a whole.

Communication Skills: Possession of additional specialized knowledge, skills and abilities pertinent to the assignment, specifically: knowledge of communications planning; ability to facilitate public input processes and public meetings; ability to coordinate and resolve conflicting points of view to obtain successful outcomes; ability to research issues, draft and present recommendations to the department team.

Leadership Skills: Ability to provide effective leadership and coordination in developing solutions and recommending new techniques. Ability to establish and maintain effective working relationships with employees, officials and the general public. Ability to exercise resourcefulness, tact and perspective in developing solutions and new techniques.

EDUCATION and/or EXPERIENCE: Graduation from an accredited college or university with a Bachelor's Degree in Communications, business or public administration, or a field related to the department. Five years of experience in outreach, community engagement, and or communications, preferably in the public sector. Any satisfactory equivalent combination of experience and training, which ensures the ability to perform the essential functions of the position, may substitute for the above.

Certificates, Licenses, Registrations: Possession of, or ability to secure possession of, a valid Oregon Driver's License.

PHYSICAL DEMANDS & WORK ENVIRONMENT: The physical demands and work environment described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to talk and hear. The employee is frequently required to sit and use hands to finger, handle, or feel. The employee is occasionally required to stand; walk; reach with hands and arms; climb or balance; stoop, kneel, crouch, or crawl and taste or smell. The employee must occasionally lift and/or move up to 25 pounds.

Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception and ability to adjust focus. The noise level in the work environment is usually moderate.

The employee is occasionally exposed to outdoor weather conditions.