

Jurisdictional Class: Competitive
Adopted: April 5, 1991 as Promotions and Special Events Coordinator
Revised: March 12, 2019

COMMUNITY ENGAGEMENT COORDINATOR

DISTINGUISHING FEATURES OF THE CLASS: The incumbent develops relationships with the community, public, and private organizations to engage a beneficial exchange of knowledge and resources and participation in community events, local tourism and attractions. The incumbent also coordinates and develops the distribution of information to the community and others regarding programs, policies, and major public initiatives. The position is also responsible for creating, maintaining, and updating various forms of social media as well as various communication channels such as e-mail blasts, apps, e-newsletters, text message alerts, etc. Work is performed under the direct supervision of the Mayor with leeway allowed for the exercise of independent judgment in carrying out the details of the work in accordance with established policies and procedures. Supervision may be exercised over assigned interns and volunteers involved in community events and programs. The incumbent does related work as required.

TYPICAL WORK ACTIVITIES: (Illustrative only)

- Creates, implements, and coordinates a public relations program designed to effectively communicate with the public, other agencies and municipalities, public officials, industry and commerce representatives, citizen groups, etc., and proactively addresses communication strategies;
- Coordinates the development and distribution of information to the community regarding activities, programs, services, current issues, policies, procedures, and major public initiatives, and implements promotional and advertising campaigns;
- Creates, maintains, and updates various forms of social media including website, Facebook, Twitter, etc. and establishes various communication channels to enhance the connection between the public and the municipality utilizing e-mail blasts, apps, e-newsletters, text message alerts, automated phone call services, etc.;
- Assists in creating and promoting programs, services, activities, community events designed to promote tourism and public awareness of the municipality;
- Promotes programs designed to enhance the municipality in terms of becoming an attractive and sustainable location for residents and tourists;
- Writes, reviews, and edits related material submitted for publication and/or presentation to the public and makes recommendations for changes when necessary;
- Assists with the review of contracts pertaining to community events and attractions;
- Maintains open lines of communication with all community organizations and departments and provides prompt responses to requests for public information regarding the municipality;
- Works closely with the Mayor and Department Heads regarding formulations of public policy;
- Develops, collaborates, and manages relationships with sponsors interested in supporting city projects and programs for the benefit of residents and tourists;
- Oversees and ensures the safe, efficient, and smooth program coordination, prepares budgets and periodic progress reports including financial reports and detailed expenses;
- Attends and addresses meetings conducted by clubs, civil groups, and government officials, to promote and enhance the development of services, and programs, for the community;
- Maintains close contact with business and community leaders and others in public relations areas to promote public policy work of the municipality, receives, responds, solicit ideas, encourages community participation and assesses public reaction to the policies, services, and activities of the municipality;
- May supervise, recruit and train interns and volunteers.

Community Engagement Coordinator

FULL PERFORMANCE KNOWLEDGE, SKILLS, ABILITIES & PERSONAL CHARACTERISTICS:

Good knowledge of the practices and techniques of promotion, advertising, and public relations;
Good knowledge of program management;
Knowledge of community needs and community resources;
Knowledge of social networking and ability to utilize media sources for promotional purposes;
Ability to communicate effectively in writing, verbally, and using multiple communication sources;
Ability to establish and maintain good working relations with organizations, promoters, groups, businesses, individuals, and the public;
Ability to organize, supervise and coordinate the work of interns and volunteers;
Ability to prepare budgets and periodic progress reports of programs and community events including financial reports and detailed expenses;
Ability to assess the effectiveness of programs, and communication sources and recommend changes that will enhance the municipality;
Sound professional judgment.

MINIMUM QUALIFICATIONS: Either:

- (a) Graduation from a regionally accredited or New York State registered college or university with a Bachelor's Degree in Public Relations, Journalism, Communications, Marketing, Advertising, Business or closely related field; or
- (b) Graduation from a regionally accredited or New York State registered college or university with a Bachelor's Degree and two (2) years of experience in tourism, marketing, public relations, advertising, communications, journalism or closely related field; or
- (c) Graduation from high school and six (6) years of experience in tourism, marketing, public relations, advertising, communications, journalism or closely related field; or
- (d) An equivalent combination of training and experience as defined by the limits of (a), (b) and (c) above.

SPECIAL REQUIREMENTS: Certain assignments made to employees in this class will require reasonable access to transportation to meet fieldwork requirements made in the ordinary course of business in a timely and efficient manner.