

CALN TOWNSHIP
COMMUNITY OUTREACH SPECIALIST JOB DESCRIPTION

JOB TITLE: Community Outreach Specialist

REPORTS TO: Township Manager

ROLE & LEVEL: Professional 2

DEPARTMENT: Administration

FLSA STATUS: Exempt

WORK OBJECTIVE:

Serves as a spokesperson for the Township and as the chief liaison with community businesses and organizations. Designs and oversees the Township's website and social media accounts. Sets and develops public outreach strategies through publications, newsletters, press releases and other community outreach materials. Works closely with other departments and directs initiatives and assists with recreational programs designed to promote the Township and its services to the community. Manages fundraising for Township sponsored events. Work is performed independently under limited supervision with moderate latitude in the use of initiative and independent judgment. Position typically requires processing and interpreting of more complex, less clearly-defined issues.

EXAMPLES OF ESSENTIAL FUNCTIONS:

The list of essential functions, as outlined herein, is intended to be representative of the tasks performed within this classification. It is not necessarily descriptive of any one position in the class. The omission of an essential function does not preclude management from assigning duties not listed herein.

- Manages the Township's website and social media presence
- Develops public information and community outreach materials
- Oversees and assists with planning and setting up community recreation events
- Directs the Township's Right to Know policies and procedures and responds to Right to Know requests in a timely manner
- Monitors and evaluates the effectiveness of community outreach initiatives to ensure efficient accomplishment of objectives; avoidance of duplication of efforts, maximum utilization of funds, and successful interaction with community partners
- Coordinates initiatives and administers organizational programs designed to promote the organization and its services to the community
- Secures business sponsorships for print outreach, events, and other needs as necessary
- Oversees and assists in the development of new fundraising events
- Develops relationships with community leaders and serves as the Township's liaison with various constituents
- Composes, types, and edits a variety of correspondence, reports, memoranda, and other material ensuring accuracy
- Ensures that all administrative work performed is properly recorded, filed, and processed according to department policy and procedure
- Attends community meetings as required

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Supervision:

- Schedules personnel; provides or coordinates staff training; works with employees to correct deficiencies
- Participates in the development and administration of the budget; approves the forecast of funds needed for staffing, equipment, materials, and supplies; approves expenditures and implements budgetary adjustments as appropriate and necessary

MINIMUM QUALIFICATIONS:

High school diploma or GED; bachelor's degree in marketing, public administration or related field; supplemented by two or more years' public relations, marketing, and event management experience; or any equivalent combination of education, certification, training, and/or experience. May be required to have or obtain additional formal industry certification(s).

In addition to meeting the minimum qualifications listed above, an individual must be able to perform each of the established essential functions in order to perform this job successfully.

KNOWLEDGE, SKILLS, AND ABILITIES:

- Knowledge of volunteer management, special events and public relations and of their role in the non-profit sector
- Knowledge of various web development platforms
- Knowledge in project planning and implementation
- Skill in preparing and administering budgets
- Skill in adapting to a changing work environment, competing demands and ability to deal with frequent change, delays or unexpected events
- Skill in working independently and following through with assignments with minimal supervision
- Skill in the design and maintenance of websites
- Ability to operate a computer using Microsoft Office products (Word, Outlook, and Excel) and applicable department and organization specific software
- Ability to respond to members of the public with tact and diplomacy
- Ability to establish and maintain effective and cooperative working relationships with those contacted in the course of work
- Ability to lead and motivate to achieve goals
- Ability to regularly attend work and arrive punctually for designated work schedule
- Ability to communicate effectively verbally and in writing

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PHYSICAL REQUIREMENTS:

Depending on functional area of assignment, tasks involve the ability to exert light physical effort usually involving some lifting, carrying, pushing and/or pulling of objects and materials of light weight (up to 20 pounds). Usually involves some climbing, balancing, stooping, kneeling, crouching, crawling, walking or standing.

ENVIRONMENTAL REQUIREMENTS:

Tasks are regularly performed inside and/or outside with potential for exposure to adverse environmental conditions (e.g., dirt, cold, rain, fumes).

SENSORY REQUIREMENTS:

Tasks require sound and visual perception and discrimination. Tasks require oral communications ability.