
COMMUNITY ENGAGEMENT COORDINATOR

DEFINITION

Under general supervision, participates in coordinating, implementing, promoting and generally supporting assigned communications, digital and print content and publication, education grant program, and government affairs research activities in alignment with the Authority's priorities; provides operational support to the Community Engagement Team; participates in organizing and coordinating public education and outreach efforts; and performs related work as required.

SUPERVISION RECEIVED AND EXERCISED

Receives general supervision from the Public Information Officer. Provides technical and functional direction to external service providers.

CLASS CHARACTERISTICS

This is a journey-level class that performs a wide variety of duties in the coordination of specific components of assigned communications, digital and print content and publication, education grant program, and government affairs research activities, and performs project support as needed. Successful performance of the work requires the frequent use of tact, discretion, and independent judgment, knowledge of departmental and Authority activities, and extensive staff, public, and organizational contact. This class is distinguished from the Public Information Officer in that the latter is a supervisory-level classification that develops agency-wide communications and media strategies, plans, oversees, and participates in the Authority's communications, media relations, and digital and print content-generation and publication activities, and serves as the primary media contact, whereas this class coordinates, implements, promotes and generally supports assigned communications, digital and print content and publication, education grant program, and government affairs research activities.

EXAMPLES OF TYPICAL JOB FUNCTIONS *(Illustrative Only)*

Management reserves the right to add, modify, change, or rescind the work assignments of different positions and to make reasonable accommodations so that qualified employees can perform the typical job functions.

Under supervision of Communications Specialist:

- Participates in the preparation, production, and distribution of newsletters, flyers, brochures, displays, presentations, and other public education collateral materials; researches and modifies existing materials and presentations as needed.
- Produces and edits content for print and online channels including text, graphics, video, and photos; provides information to and coordinates with writers, digital content creators, and other public relations consultants; coordinates scripting, filming, production, and distribution of video content.
- Updates website content; coordinates with website designer on major website updates.
- Maintains the video and image library; edits images as needed.

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- Provides operational support to Environmental Education grant program including coordination of application review, maintenance of online grant application process, preparation of grant agreements and provision of general support for grantees before, during, and after execution of grantee programs.
- Provides policy and legislative support to Government Affairs program; performs local and state legislative research and information gathering and reporting as needed.
- Maintains and updates various database, library, filing, inventory, and record-keeping systems for assigned program area(s); participates in researching and collecting data and information for inclusion into database, library, and record-keeping systems; produces reports from database; distributes requested information to appropriate parties in a timely manner.
- Occasionally operates mobile displays, kiosks, and booths at various fairs, festivals, and related events as needed.
- Coordinates data, resources, and work products with other Authority departments as necessary and upon request in support of a productive and positive working environment.
- Performs other duties as assigned.

QUALIFICATIONS

Knowledge of:

- Principles, methods, and practices applied in communications, digital and print content and publication, education grant program, and government affairs research activities.
- Applicable Federal, State, and local laws, regulatory codes, ordinances, and procedures relevant to assigned area of responsibility.
- Principles and applications of communications practices.
- Basic principles and practices of graphic design and print production, including an understanding of design concepts and applications.
- Recent and on-going developments, current literature, and sources of information related to communications and digital and print content and publication.
- Research methods and analysis techniques.
- Record-keeping principles and procedures.
- Modern office practices, methods, and computer equipment and applications related to the work.
- The structure and content of the English language, including the meaning and spelling of words, rules of composition, and grammar.
- Techniques for effectively representing the Authority in contacts with the media, other governmental agencies, community groups, and various business, professional, educational, regulatory, and legislative organizations.
- Techniques for providing a high level of customer service by effectively dealing with the public, vendors, contractors, and Authority staff.

Ability to:

- Understand, interpret, explain, and apply Federal, State, local, and Authority policies, laws, and regulations governing the Authority's projects and programs.
- Effectively administer and coordinate a variety of projects and administrative tasks with attention to detail.
- Identify and implement effective course of action to complete assigned work.

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- Interpret, apply, and explain complex laws, codes, regulations, and ordinances.
- Research, analyze, and evaluate new service delivery methods, procedures, and techniques.
- Research, develop, write, and deliver accurate and effective communications.
- Make effective presentations before groups.
- Respond to the public with tact, diplomacy, and empathy while maintaining an objective perspective and evenhanded approach to problem identification and resolution.
- Interpret information and situations, exercise sound independent judgment, and make recommendations in accordance with applicable policies, regulations, and guidelines.
- Maintain accurate files and records.
- Organize and prioritize a variety of projects and multiple tasks in an effective and timely manner; organize own work, set priorities, and meet critical time deadlines.
- Operate modern office equipment including computer equipment and specialized software applications programs.
- Use English effectively to communicate in person, over the telephone, and in writing.
- Use tact, initiative, prudence, and independent judgment within general policy, procedural, and legal guidelines.
- Demonstrate sensitivity to and understanding of the diverse socioeconomic, cultural, physical and cognitive ability, and ethnic backgrounds of individuals encountered in the execution of Authority services and mission.
- Establish, maintain, and foster positive and effective working relationships with those contacted in the course of work.

Education and Experience:

Any combination of training and experience that would provide the required knowledge, skills, and abilities is qualifying. A typical way to obtain the required qualifications would be:

Equivalent to the completion of the twelfth (12th) grade supplemented by two (2) years of college-level coursework and two (2) years experience working in communications, marketing, public relations, grant administration, government relations, legislative affairs, or related fields. Highly desired: experience with digital and print text and graphics content generation and layout, demonstrated project management skills, and demonstrated grant administration and policy research skills.

Licenses and Certifications:

- May require possession of a valid California Driver's License.

PHYSICAL DEMANDS

Must possess mobility to work in a standard office setting and use standard office equipment, including a computer; to operate a motor vehicle and to visit various Authority and meeting sites; vision to read printed materials and a computer screen, including colored marketing material and web content; and hearing and speech to communicate in person, before groups, and over the telephone. This is primarily a sedentary office classification although standing in work areas and walking between work areas is often required. Finger dexterity is needed to frequently access, enter, and retrieve data using a computer keyboard, typewriter keyboard, or calculator and to operate standard office equipment. Positions in this classification frequently bend, stoop, kneel, reach, push, and pull drawers open and closed to retrieve and

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file information. Employees must possess the ability to lift, carry, push, and pull materials and objects weighing up to 25 pounds.

ENVIRONMENTAL ELEMENTS

Employees work primarily in an office environment with moderate noise levels, controlled temperature conditions, and no direct exposure to hazardous physical substances. Employees may be required to travel to Authority field sites where exposure to loud noise levels, cold and hot temperatures, inclement weather conditions, road hazards, vibration, and mechanical and/or electrical hazards are possible. Employees may interact with upset staff and/or public and private representatives in interpreting and enforcing departmental policies and procedures.

EFFECTIVE: April 2015
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FORM 700: No