Class Title: Community Outreach Specialist

Division: Transportation

Supervisor: Director of Transportation

Supervises: None

Class Characteristics: Under general administrative direction, this position will organize and facilitate public involvement in the transportation planning process.

General Duties and Responsibilities:

   Essential:

1. Coordinate the planning, organizing, and evaluation of public information related activities and programs for the Transportation Division.
2. Maintain, update and implement the Participation Plan.
3. Devise and facilitate means to engage the general public and targeted communities in the planning process.
4. Serve as contact person and respond to information requests from the public, the media, and agency committees.
5. Assist in the support and maintenance of KIPDA’s website.
6. Coordinate and staff public information events, press conferences, and media interviews.
7. Coordinate and/or write guest columns and editorial letters to publications.
8. Prepare newsletters, press releases, meeting notices, and advertisements.
9. Translate technical data to information understandable to the general public.
10. Monitor media coverage and clip and file original articles.
11. Document, photograph, and report the process and results of the public involvement programs.
12. Network in the community to provide public and organization participation opportunities.
13. Attend meetings, conferences, and training locally and/or out of region.
14. Perform other duties as needed.

Non-essential: None.

DESIRABLE QUALIFICATIONS

Training and Experience: Bachelor’s Degree in Communications, Public Relations, Marketing, Journalism or related field. Experience in communications, public outreach, event coordination, marketing and/or journalism desired, preferably working for a public or government agency.
**Special Knowledge, Skills and Abilities:**

**Knowledge:**

1. Thorough knowledge of computers and MS Office software.
2. Thorough knowledge of marketing and communication techniques.

**Skills:**

1. Excellent verbal and written communication skills.
2. Skill in the use of computers, software and other office equipment.

**Abilities:**

1. Ability to communicate effectively, verbally and in writing.
2. Ability to develop and distribute promotional and communications materials.
3. Ability to compile and analyze data and present recommendations as necessary.
4. Ability to organize and prepare various reports and needs assessment for employers.
5. Ability to establish and maintain an effective working relationship with co-workers, committee members and local government officials.
6. Ability to accomplish assigned tasks with a minimum of supervision.

**ADDITIONAL REQUIREMENTS**

**Instructions:** Somewhat general; many aspects of work are covered specifically but must also use own judgment.

**Processes:** Required to occasionally consider different, new, or unusual approaches to complete work.

**Review of Work:** Work is reviewed by supervisor as needed.

**Analytical Requirements:** Problems require analyses based on precedent.

**Tools, Equipment and Vehicles Used:** Normal office equipment (computer, digital camera, copier, telephone, fax machine, etc.), must operate vehicle as a requirement of the job.

**Physical Requirements of the Job:** Work is typically performed in a climate controlled office environment while sitting at desk or table with intermittent standing, walking, and lifting light objects (less than 25 pounds) is a requirement of the job; some work is performed outdoors; operating a vehicle is a requirement of the job.

**Contacts:** Frequent public and internal contacts requiring tact and diplomacy are requirements of the job.
Confidential Information: Occasional use of confidential information. Must have the ability to learn, understand and effectively deal with laws, regulations, and other privacy issues.

Mental Effort: Moderate.

Interruptions: Several

Special Licensing Requirements: Must possess and maintain a valid driver’s license.

Availability: N/A

Certification Requirements: None.

Additional Requirements: None.

Overtime Provision: Exempt.

Beginning Salary Range: $40,000 - $45,000 (dependent on qualifications)

EEO