

CITY OF MADERA

NEIGHBORHOOD OUTREACH COORDINATOR

*Class specifications are only intended to present a descriptive summary of the range of duties and responsibilities associated with specified positions. Therefore, specifications **may not include all** duties performed by individuals within a classification. In addition, specifications are intended to outline the **minimum** qualifications necessary for entry into the class and do not necessarily convey the qualifications of incumbents within the position.*

DEFINITION:

Under direction, plans, coordinates, supervises, schedules and evaluates neighborhood outreach programs; works with community groups and individuals in providing programs; provides public information and markets programs; ensures safe work practices and quality of programs; maintains appropriate work records; serves as a technical resource for assigned personnel; performs related duties as required.

DISTINGUISHING CHARACTERISTICS:

The **Neighborhood Outreach Coordinator** is the professional level class responsible for the coordination and implementation of neighborhood outreach programs. Work requires independent judgment, extensive knowledge of City codes and policies, and strong communication skills. This classification is distinguished from the next lower classification of Neighborhood Outreach Assistant in that the former is responsible for overall administration of the neighborhood outreach programs.

SUPERVISION RECEIVED/EXERCISED:

Receives direction from the applicable Department Head or Division Manager. Exercises direct supervision over a variety of support staff and volunteers.

ESSENTIAL FUNCTIONS: *(include but are not limited to the following)*

- Plans, implements, supervises and evaluates specific neighborhood outreach activities designed to maintain the quality of life in City neighborhoods, including forming neighborhood associations, assisting neighborhoods in setting goals and objectives, and utilizing City, County and community agency resources; coordinates and schedules neighborhood outreach events; develops and schedules special events and activities; markets neighborhood outreach programs to the community; prepares and coordinates the development of event publicity, including press releases, flyers, pamphlets, brochures, graphics and visual displays.
- Provides technical assistance to neighborhood leaders and volunteers in the creation, development, operation and management of neighborhood associations; conducts training and workshops for neighborhood leaders and groups; serves as City representative in neighborhoods, working with neighborhood leadership and residents to promote livable neighborhoods and to establish and maintain a positive relationship with the neighborhoods and City residents.

NEIGHBORHOOD OUTREACH COORDINATOR

Page 2

- Develops and applies strategies to promote the benefits of formal neighborhood associations; conducts community needs analysis by conducting door-to-door surveys, sending out questionnaires, analyzing survey/questionnaire results and assessing impact on the neighborhood, facilitating informational meetings with residents, etc.
- Plans, organizes and facilitates neighborhood meetings, including assisting neighborhood leaders in preparing meeting notices, agendas and hand outs, contacting and inviting guest speakers, and coordinating meeting location and set-up. Plans, organizes and manages special projects and events to promote the betterment of City neighborhoods, such as neighborhood picnics and festivals, and solicits donations and support from area businesses.
- Communicates effectively to promote, facilitate, and maintain neighborhood outreach activities with a diverse population both orally and in writing; communicates effectively with non-English speaking residents.
- Prepares monthly activity reports to reflect neighborhood outreach activities and results; prepares informational documents and reports to be shared with senior and management staff as well as elected officials.
- Recruits and supervises support staff and volunteers; assumes responsibility for motivating and evaluating assigned personnel; identifies training opportunities and needs and provides training programs for staff; develops schedules and work methods for performing assigned duties; administers and coordinates payroll for assigned staff; ensures adherence to safe work practices, methods, procedures and practices; initiates disciplinary procedures as appropriate.
- Assists in development of the annual budget for assigned programs; monitors and administers program expenditures; coordinates maintenance programs for vehicles and equipment; recommends the purchase of necessary equipment and supplies.
- Participates in the development of policies and procedures; recommends programs, activities and work methods to higher level personnel; maintains records and develops reports on new or existing programs; evaluates programs for effectiveness and efficiency.
- Attends and participates in organizational and community meetings; meets with school, business and community groups to create partnerships; works with community groups and individuals in the evaluation of neighborhood outreach programs and activities; stays current on issues relative to the field of neighborhood outreach; responds to and resolves community questions and concerns.
- Establishes positive working relationships with representatives of community organizations, state/local agencies and associations, City management and staff, and the public. Functions as a liaison between various City departments and the neighborhoods and/or citizens. Consults with and advises City departments and community organizations regarding issues, concerns and potential solutions to neighborhood concerns, issues and problems.

- Works various days and scheduled hours depending on the needs of the department; assigned work will require evening and weekend attendance at work, as well as work during normal City office hours; day-to-day and week-to-week schedules may not be consistent.

WORKING CONDITIONS:

Position requires prolonged sitting, standing, walking, reaching, twisting, turning, kneeling, bending, squatting and stooping in the performance of daily activities. The position also requires grasping, repetitive hand movement and fine coordination in keeping records and preparing reports using a computer key board. Additionally, the position requires near and far vision in reading written reports and work related documents and acute hearing is required when providing phone and face-to-face service. The nature of the work may require the incumbent to work outdoors, lift equipment and materials weighing up to 25 pounds.

QUALIFICATIONS: *(The following are minimal qualifications necessary for entry into the classification)*

Education and/or Experience:

Any combination of education and experience that has provided the knowledge, skills and abilities necessary for a **Neighborhood Outreach Coordinator**. A typical way of obtaining the required qualifications is to possess the equivalent of three years of progressively responsible experience in developing and administering community outreach programs or project management, and a Bachelor's degree from an accredited college or university with major work in communications, public administration, public relations or a related field.

License/Certificate:

Possession of, or ability to obtain, a valid class C California driver's license.

KNOWLEDGE/ABILITIES/SKILLS: *(The following are a representative sample of the KAS's necessary to perform essential duties of the position)*

Knowledge of:

Principles, practices, methods, equipment and materials used in the delivery of neighborhood outreach activities; program content for specialized community activities; principles and practices of program development and administration; methods and techniques of supervision, training and motivation, applicable federal, state and local laws codes and regulations; grant writing and administration; occupational hazards and standard safety practices and equipment; principles and practices of contract administration, purchasing and record keeping; organizational development, team building, volunteer recruitment and management, conflict resolution, and managing and facilitating meetings; community resources in the government, public and private sectors; basic survey and interview methodologies.

Ability to:

Plan, organize, direct and evaluate the work of subordinate staff for assigned program areas; manage and oversee the delivery of neighborhood outreach activities; analyze complex operational and administrative problems, evaluate alternatives and recommend or adopt effective solutions; communicate clearly and concisely, both orally and in writing; communicate effectively with non-English speaking residents; speak to large and small groups of citizens and speak in public settings; design, develop and implement neighborhood outreach programs suited to the needs of the community population assigned to serve; develop, present and administer a program budget; coordinate, develop and conduct training programs for staff; establish and maintain effective working relationships; remain calm under pressure, in stressful situations, and during confrontational meetings; work independently, demonstrate independent judgment and show initiative; work evenings and weekends; identify neighborhood needs and potential solutions, and to plan, manage and evaluate outreach programs and activities to address needs; analyze and interpret factual data necessary to render opinions, decisions and direction to the citizens, community, organizations, associations and businesses; operate a personal computer, a camera, video camcorder, public address systems, projectors, screens or monitors, and other audiovisual equipment needed to make presentations.

Skill to:

Intermediate level skill in the use of personal computers (including but not limited to Word, Excel and Power Point). Excellent written, verbal, interpersonal communication and presentation skills. Skilled in public speaking; researching, developing and making presentations; conducting workshops and presenting ideas clearly and concisely. Skilled in event planning and implementation.