
COMMUNICATIONS COORDINATOR

DEFINITION

Under general supervision, participates in coordinating, implementing, and promoting assigned communications programs, projects, and initiatives in support of the Authority's priorities and directives; provides routine administrative and operational support to the communications division; participates in organizing and coordinating public education and outreach efforts; participates in the development and implementation of outreach processes, procedures, and programs; and performs related work as required.

SUPERVISION RECEIVED AND EXERCISED

Receives general supervision from the Public Information Officer. Exercises no supervision of staff.

CLASS CHARACTERISTICS

Performs a wide variety of duties in the coordination of specific components of assigned public outreach processes and performs project support as needed. Responsibilities include participating in organizing and overseeing the day-to-day activities of an assigned project, public education and outreach efforts related to the work, and a wide variety of administrative duties in support of the Authority. 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 higher level classification that develops and implements a wide array of complex communications projects, programs, and serves as the primary media contact, whereas this class coordinates, develops and implements community outreach programs and provides specialized communications support programs.

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.

- Participates in the preparation, set-up, and presentation of designated newsletters, presentations, and other outreach and educational activities to inform and educate targeted groups and communities; modifies resources and presentations as needed; assists in the production and distribution of materials.
- Participates in the production and distribution of a variety of promotional, marketing, outreach, and informational materials and communications to inform and educate special interest groups and constituencies, the general public, news media, and member communities in Authority programs, services, resources, events, and activities including material for newsletters, proposals, descriptive documents, flyers, displays, brochures and/or other information as needed; researches and updates display materials to ensure accuracy with current projects, programs, and goals.
- Prepares/produces content for print and online channels including text, graphics, video, and photos.

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- Updates website content on home and other pages; coordinates with website designer on major website updates.
- Provides administrative assistance and operational support to assigned program area(s); prepares correspondence, reports, and other documents.
- 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.
- Serves as contact person to general inquiries and requests for information related to assigned program area(s); operates Authority information lines; operates mobile displays, kiosks, and booths at various fairs, festivals, and related events; provides requested data, answers questions, and refers inquiries to the appropriate resource within or outside the Authority.
- As assigned, purchases supplies and materials within established guidelines.
- Maintains open communications with other Authority programs, projects, departments, and staff members; coordinates data, resources, and work products 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 design and implementation of public relations and outreach programs.
- Applicable Federal, State, and local laws, regulatory codes, ordinances, and procedures relevant to assigned area of responsibility.
- Principles and applications of marketing communications.
- Basic principles and practices of graphic design and print production, including an understanding of design concepts and applications.
- Methods and techniques of public speaking.
- Recent and on-going developments, current literature, and sources of information related to public relations.
- 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:

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- 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.
- Recommend, develop, implement, and coordinate a variety of specific community outreach programs.
- Identify and implement effective course of action to complete assigned work.
- Interpret, apply, and explain complex laws, codes, regulations, and ordinances.
- Effectively represent the Authority in meetings with the general public, community groups, organizations, other governmental agencies, and professional, regulatory, and legislative organizations.
- 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 in business administration, public administration, marketing, communication, or environmental studies, or a closely related field, and two (2) years experience working with the public in community outreach or marketing activities, including the development and preparation of outreach materials, demonstrated project management skills, and/or demonstrated administrative and clerical skills.

Licenses and Certifications:

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

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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 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
REVISED: September 2021
FLSA: Non-Exempt
FORM 700: No