



JOB DESCRIPTION

Title	Community Engagement Coordinator	Created	May 2008
Department	County Manager's Office	Revised	Sept. 2020
Job Class	RU 11	Safety Sensitive	No
Labor Union	Unrepresented	FLSA	Non-exempt

Purpose

Under the direction of the Assistant County Manager and with guidance from the County Manager the incumbent will perform a variety of professional communication services in the areas of community engagement, media relations, and internal organizational communications. The incumbent will coordinate and implement the county's media, community information, and internal communications activities, serve as the county contact with media, citizen, and community groups as directed, and perform special projects or research as assigned. This position will interface with and support the communication requirements of the Board of Commissioners.

Essential Functions

Plan, implement, and manage internal and external communications strategy designed to keep all employees informed about county issues and employee activities. Create educational materials about county services and programs for the public.

Attend all Board of Commissioner meetings and work sessions; attendance at other county meetings and occasional weekend events may be required as directed.

Organize and implement media and community engagement activities based on the external community engagement plan and the internal communication plan for the county and its departments. Identify subjects and develop communication strategy to provide thorough and timely information. Develop and maintain county information resources and individual and group contact lists. Incumbents will also establish and maintain positive relations with media by providing accurate and timely information about the county when appropriate, act as media spokesperson as assigned or directed, maintain regular contact with media representatives, provide public and media relations counsel and advice to county staff and the Board of Commissioners as appropriate.

Write, design, and edit informational materials such as news releases, newsletters, fact sheets, annual reports, policies. Assist in preparing speeches, board meeting scripts for Board of Commissioners, brochures, or public service announcements for the Board of Commissioners or County Manager. Develop multi-media materials to provide information about, or promotion of county issues. Oversee consultants and contractors preparing informational materials. Prepare annual list of proclamations.

Prepare letters for the Board of Commissioners' approval reflecting the board's view of legislative and other issues. Incumbent will also be required to oversee the content of the Clatsop County website as well as Clatsop County social media applications.



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When directed, incumbent may act as Public Information Officer (PIO) for the county during emergency and non-emergency situations and attend department head and Board of Commissioner meetings.

Arrange and coordinate special events, community engagement functions, meetings, media briefings, workshops, and training sessions.

Serve as initial point of contact for public records requests and coordinate response with County Counsel and appropriate departments.

Maintain confidentiality and comply with all county administrative, personnel, and safety policies at all times.

Auxiliary Functions

In the event of a declared emergency by the Board of County Commissioners, the Community Engagement Coordinator is subject to a temporary emergency assignment according to the Emergency Management Plan, for which prior preparation or cross training may occur in an occasional "table-top" exercise. Incumbent returns to their regular assignment upon the vacation of the declaration of emergency.

Mandatory Qualifications

A bachelor's degree from a four-year college or university with major course work in communications, public relations, behavioral sciences, and/or public administration AND a minimum of three (3) years' experience working in community relations, public information and/or with local governments and community organizations OR any satisfactory equivalent combination of education, training, and experience relevant to this position.

The ideal incumbent must also possess a proven ability to communicate effectively, both orally and in writing, using precise English grammar and composition. Must exercise good judgment when dealing with sensitive matters and confidential information.

Advanced word processing and report writing skills are essential. Must be capable of performing detailed analysis and complicated research projects.

Must be familiar with a variety of social media platforms such as Facebook, Twitter, Instagram, etc.

Must possess and maintain driving privileges in the State of Oregon or be able to obtain within 30 days of hire.

Desired Qualifications

Previous supervisory skills; knowledge of website maintenance and webmaster duties.

Physical Demands

Physical demands on position are minimal involving moving boxes, books and files weighing up to 25 pounds. Extensive phone and computer work is common for this position.



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Working Conditions

Professional office environment that requires the ability to multi-task and deal with many diverse clientele and issues.

Supervisory Responsibility

Supervision is not a typical responsibility of this position.

THE ABOVE DESCRIPTION COVERS THE MOST SIGNIFICANT DUTIES PERFORMED BUT DOES NOT INCLUDE OTHER OCCASIONAL WORK, THE INCLUSION OF WHICH WOULD BE IN CONFORMITY WITH THE FACTOR DEGREES ASSIGNED TO THIS JOB.