



COMMUNITY ~~OUTREACH~~ ENGAGEMENT COORDINATOR

JOB DESCRIPTION

Department: Executive Department	Division: Mayor's Office
Work Location: Urbana City Building	Percent Time: 100%
Job Type: Civil Service	FLSA Status: Non-Exempt
Reports To: City Administrator	Union: Non-Bargaining

JOB SUMMARY

The Community ~~Outreach~~ Engagement Coordinator supports the Mayor and City Administrator with ~~outreach~~ programs and projects that foster long-term, positive, and productive community relations. The position is under the primary direction of the City Administrator and includes outreach and engagement strategies to support community relations, including ~~engagement~~ outreach ~~with~~ youth in the community, fostering partnerships with key community members and groups, social media communication, educational and training, and project analysis.

This position serves as a liaison between the City and the community and promotes opportunities to interact in a constructive manner. A critical component of the position's outreach includes increasing the number of positive contacts between police officers and the community, providing a means for both police officers and members of the community to dispel pre-conceived notions and forge new relationships.

ESSENTIAL FUNCTIONS

Position Essential Duties

- [Builds and maintains relationships with members of the community.](#)
- Assists in developing and maintaining community ~~outreach~~ engagement programs, particularly outreach to youth in the community.
- Develops mechanisms and strategies to facilitate communication between the Police Department and citizens regarding progress toward organizational goals, changes and achievements.
- Assists in representing the City of Urbana, as assigned, in a variety of public forums and social and civic functions with elected officials, external agencies, and community, neighborhood and business organizations. (See examples below.)

- Creates, cultivates, and deepens strategic partnerships with key community members and groups. Represents the City through participation in community events and networking.
- Serves as staff to the Civilian Police Review Board, which typically meets four times per year; may attend Human Relations Commission, school board, and other meetings as needed.
- Builds and maintains healthy, positive relationships with USD #116 students and staff, as well as community members, by being regularly and actively engaged in the school environment. Prepares and disseminates information related to programs to community members, businesses, and City staff, including press releases, brochures, videos, and bulletins regarding events and updates.
- Attends meetings, seminars and forums of interest to keep informed of changing trends or legislative initiatives. Monitors publications and networks for relevant information pertaining to the meeting agendas. Reports significant information to the Mayor and City Administrator.
- Maintains various records of activities and programs. Prepares general correspondence and summary reports; makes reports on community outreach program activities.
- Monitors social and community trends and issues.
- Maintains a database of community and media contacts.
- Assists with researching, writing, and designing internal and external communication such as press releases and annual reports for the public.
- Participates in collaborative partnerships and coalitions of professionals involved in public information.
- Maintains confidentiality when involved with sensitive information requiring considerable use of tact, discretion, and judgment.

Standardized Essential Duties:

- Continuously seeks process improvements in all operations with the ultimate goal to improve the quality of customer service.
- Assists the public with inquiries, requests, and/or problems in a friendly, respectful, courteous, and professional manner.
- Communicates and reinforces organizational culture and values.
- Maintain maximum security over confidential materials.
- Recognizes situations which are beyond his/her limits and directs them to the appropriate person.

- Maintains ongoing communication with supervisor, informing him/her of all pertinent problems, irregularities, new developments, changes and other important information within area of responsibility.
- Maintains a professional and courteous attitude with all people, including fellow employees, members of the public, management, board and commission members, elected officials and members of the media. Cooperates with other departmental/division personnel to ensure customer service standards are consistently practiced.
- Maintains confidentiality in performing assignments relative to any information received directly or indirectly. Ensure that confidential information is kept secure.
- Complies with City policies and procedures.
- Reports to work on time and as scheduled.
- Performs other duties as needed or assigned.

EXAMPLES OF WORK

- Works with and through the Champaign County Community Coalition for community programs (monthly meetings).
- Manages the “Self Made Kingz” program, which focuses on youth in Urbana High School and Urbana Middle School.
- Makes other presentations to students in Urbana School District.
- Facilitates neighborhood safety programs and forums.
- Coordinates with the Human Relations Officer and Human Relations Commission to represent the City at various community events, including Jettie Rhodes [Neighborhood Day](#), Disability [Resource Expo](#), Champaign-Urbana Days, and other community events.
- Represents the City with various organizations, including CU Fresh Start, Champaign County Community Coalition, CU Trauma and Resilience Team, and others.

JOB REQUIREMENTS

Education & Experience

Any combination of education and experience that would likely provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:

- High school diploma or GED equivalent required. Bachelor’s degree in communications, public relations, education, social work, business administration, criminal justice or related field is preferred.
- Four (4) experience in public relations, education, social [work, journalism services, communications](#), or a [related field which provides an understanding of human relations issues, programs, and problems; or an equivalent combination of education and experience](#).

- *Substitutions:* A master's degree in a related field may substitute for one year of the required experience.
- Outreach/community relations experience.
- Demonstrated experience working with individuals of diverse backgrounds, (e.g., ethnic, cultural, racial, and socioeconomic).
- Demonstrated sensitivity, knowledge, and understanding of the diverse socioeconomic, cultural, racial, and ethnic backgrounds of the community and USD #116 students and sensitivity to and knowledge and understanding of groups historically underrepresented, and groups who may have experienced discrimination.

Knowledge of:

- Contemporary issues relating to community relations, youth, law enforcement, and individuals re-entering society.
- Principles and techniques of communications, diversity, and interpersonal, community, and human relations.
- Needs of the diverse socioeconomic, cultural, racial, and ethnic backgrounds of the community and Urbana School District #116 students.
- General knowledge of business and public administration practices including recordkeeping, office procedures and software, English language usage, spelling, grammar and punctuation.

Skills

- Active listening and initiative when appropriate; motivated to achieve a high level of performance.
- Using computers and various software programs including Microsoft Office.
- Outstanding written and verbal communication skills, ~~to include including superior~~ public speaking ~~skills-ability~~.

Competencies

- Collaboration skills
- Communication proficiency
- Diversity and inclusion
- Leadership
- Personal effectiveness/credibility
- Project management

Ability to:

- ~~Respond effectively to the most sensitive inquiries or complaints and handle confidential and sensitive information.~~ Work well under pressure, handle confidential

[information, and manage sensitive or controversial subjects with tact, kindness, and professionalism.](#)

- Develop and conduct effective presentations.
- Work cooperatively with others.
- Interpret a variety of instructions furnished in written, oral, diagram, or schedule form.
- Handle multiple priorities while working in a fast-paced, deadline oriented environment.
- Work independently with minimal supervision, a high degree of attention to detail, and exceptional organizational and prioritization skills.
- Work well independently, resolve problems, relate well with various types of individuals, often when they have experienced difficult situations; exercise good judgment; and work cooperatively. Must take initiative within delegated responsibility and take direction as needed
- Work under deadline pressure.
- Exhibit a high degree of professionalism, maturity, and patience.
- Strong organization skills and the ability to manage multiple responsibilities.

Licenses, Certifications and Memberships Required

- Must possess a valid State of Illinois driver’s license or obtain one within fifteen (15) days of employment.

Special Conditions

- Due to the safety sensitive nature of the position and requirement to work with youth in a public school setting, the selected candidate must be able to satisfactorily pass a background check.

Supplemental Information

Job Dimensions

- [Interactions with others are somewhat unstructured. The purpose may be to influence or motivate others, to obtain information or to control situations and resolve problems. Interactions may be with individuals or groups of co-workers, students or the general public, may be moderately unstructured, and may involve persons who hold differing goals and objectives. Individuals at this level often act as a liaison between groups with a focus on solving particular unstructured problems. Interactions at this level require considerable interpersonal skill and the ability to resolve conflict.](#)

- The employee operates under general supervision expressed in terms of program goals and objectives, priorities and deadlines. Administrative supervision is given through statements of overall program or project objectives and available resources. Administrative guidelines are relatively comprehensive, and the employee need only to fill in gaps in interpretation and adapt established methods to perform recurring activities. In unforeseen situations, the employee must interpret inadequate or incomplete guidelines, develop plans and initiate new methods to complete assignments based on those interpretations. Assignments are normally related in function, but the work requires many different processes and methods applied to an established administrative or professional field. Problems are typically the result of unusual circumstances, variations in approach, or incomplete or conflicting data. The employee must interpret and refine methods to complete assignments. Characteristic jobs at this level may involve directing single-purpose programs or performing complex, but precedented, technical or professional work.

Work Environment: Work occurs primarily in an office or educational setting. The noise level in the work environment is usually low to moderate.

Physical Requirements:

- Requires: the ability to operate, repetitively at times, a personal computer, ~~mainframe computer terminal and calculator~~. Also requires ability to operate multi-line telephone and photocopier; ability to concentrate and consistently produce accurate work. While performing the duties of this job, the employee is frequently required to sit for long periods of time; use hand to find, handle, or feel, reach with hands and arms; and talk or hear. Incumbent must occasionally lift and/or move up to 30 lbs. Ability to see and hear within normal range.

Work Hours:

- Work hours are often irregular. Meetings and events frequently occur outside of regular business hours.

The duties listed above are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the position. The physical demands described herein are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.

Class Specification History

New class: 10/26/2016

General revision: 5/27/2020

For HR/Finance Use

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