



COMMUNITY OUTREACH 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 Coordinator (Coordinator) supports the Mayor and City Administrator with outreach programs and projects that foster positive and productive community relations. The position is under the general supervision of the City Administrator and supports community relations, including outreach to youth in the community, fostering partnerships with community stakeholders, managing social media communication, developing and presenting educational and training initiatives, 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

- Assists in developing and maintaining community outreach 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.
- Represents 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 community stakeholders. 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 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.
- Researches, identifies, and applies for local, state, federal and private foundation funding sources for specific projects and programs.
- Provides non-therapeutic case management, including referrals for service and coordinating with other providers.
- Monitors social and community trends and issues.
- Maintains a database of community and media contacts.
- Researches, writes, and designs 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.
- Exercises discretion when involved with sensitive information, requiring considerable use of tact 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 Day, Disability Expo, Champaign-Urbana Day, 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:

- Four (4) experience in law enforcement, public relations, education, social work, journalism, or a related field.
- 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.

Preferred attributes:

- Bachelor's degree in communications, human services, public relations, education, social work, business administration, criminal justice or related field.

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 public speaking 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.
- 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 and maintain a safe driving record.

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.
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Supplemental Information

Work Hours and Environment, Physical Requirements, and Additional Information

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

The work environment characteristics described herein are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Physical Requirements: *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.*

- 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.

- Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and ability to adjust focus. Vision: See in the normal visual range with or without correction; vision sufficient to read computer screens and printed documents; visually inspect work in progress. Hearing: Hear in the normal audio range with or without correction.

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 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

For HR/Finance Use

Title Code 178	Pay Grade 238
EEO Category 2– Professional	