

COMMUNITY OUTREACH COORDINATOR

DEFINITION

Under general direction, to plan, coordinate, and promote various County programs on a county wide or regional basis; to increase and maintain membership in community coalitions; to assist in providing educational services and presentations to the community; to prepare, review and distribute educational materials; to prepare and distribute informational flyers, posters, advertisements and other public relations materials; and to do related work as required.

DISTINGUISHING CHARACTERISTICS

This is a specialized classification for the position, which has responsibility for planning, coordinating and promoting diverse County Programs. This position develops, coordinating and promotes the program, assists in the educational and public relations components of the program, program and prevention services, and assists in the maintenance of the financial and administrative records of the organization.

REPORTS TO

A wide variety of County management positions depending on the Department or program area of assignment.

CLASSIFICATIONS DIRECTLY SUPERVISED

May provide direction and coordination for community volunteers and special events.

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EXAMPLES OF DUTIES

- Plans, develops, and coordinates community outreach activities for a variety of programs, such as, Tobacco Use Prevention Education, HIV Prevention Community Planning and Education, the Plumas Children's Network, the Drinking Drivers Program, Friday Night Live, Alcohol and Drug Prevention Program, Statutory Rape Vertical Prosecution Project, Child Support Customer Service Initiative Program, including Ombudsperson services.
- Schedules and promotes meetings, focus groups, special events, community forums, youth groups.
- Assists in providing educational services and presentations to the community; prepares reviews and distributes educational materials.
- Prepares and distributes informational flyers, posters, advertisements and other public relation materials.
- Promotes and encourages participation in programs by businesses, community groups, families, organizations, governmental agencies, churches and services groups.
- Develops and maintains resources, such as, books, videos, printed materials and other media and makes them available for use by the general public.
- Reviews and resolves service delivery problems or issues.
- Provides technical assistance and support for group meetings and public forums.
- Serves as liaison with grant funders and facilities evaluation.
- Secures sponsorships, donations and in-kind contributions for the programs.
- Performs a variety of office support duties.

TYPICAL PHYSICAL REQUIREMENTS

Sit for extended periods; frequently stand and walk; normal manual dexterity and eye-hand coordination; corrected hearing and vision to normal range; verbal communication; use of office equipment including computers, telephones, calculators, copiers, and FAX; lift and carry health education materials, such as, boxes, displays and cases, easels, costume crates, instructive models, ect.; set up displays, booths, tables and chairs weighing up to 30 pounds.

TYPICAL WORKING CONDITIONS

Work is usually performed in the community or regional setting and in an office environment; may occasionally work outdoors, continuous contact with staff, public and staff related local and state agencies.

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KNOWLEDGE OF

- Principles of community organization, community based programs and agency coordination.
- Principles of educational outreach.
- Principles and practices of public relations, including program promotion and media campaigns.
- Grant management and monitoring methods and procedures.
- Modern office procedures, including preparation of minutes, agenda, mailing lists, and desktop publishing.
- Principles and methods of financial record keeping and reporting.

ABILITY TO

- Perform a variety of program development, agency coordination, community event, educational presentation and promotional activities.
- Develop and disperse and present educational and training information.
- Properly monitor grants.
- Communicate effectively orally and in writing.
- Follow oral and written instructions,
- Prepare, maintain, organize, and analyze a variety of information and data.
- Develop reports.
- Compile and prepare reports.
- Maintain confidentiality of information as warranted.
- Survey and/or interview a variety of people.
- Effectively represent the Department in contacts with the public, community organizations, and other government agencies.
- Establish and maintain cooperative working relationships with clients, customers, patients and others.

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TRAINING AND EXPERIENCE

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

Three (3) years of increasingly responsible experience in community organization, outreach, program administration/planning, public relations, agency coordination and office management.

Completion of an Associate Arts degree (AA) in public relations, community organization, human services, business administration, public administration or related field is desirable.

SPECIAL REQUIREMENTS

Possession of an appropriate California Driver's License issued by the California Department of Motor Vehicles.