



COMMUNITY RELATIONS SPECIALIST Classification Specification Non-Represented Professional/Supervisory

*Class specifications are only intended to present a descriptive summary of the range of duties and responsibilities associated with specified positions. Therefore, specifications **may not include all** duties performed by individuals within a classification. In addition, specifications are intended to outline the **minimum** qualifications necessary for entry into the class and do not necessarily convey the qualifications of incumbents within the position.*

DEFINITION:

Under general direction, performs a wide variety of higher level professional, technical, analytical and program management duties and activities in the design, implementation, promotion, and evaluation of City-wide programs within the areas of community outreach, emergency preparedness, environmental or other programs designed to ensure compliance with State and Federal mandates or at the request of City Management.

DISTINGUISHING CHARACTERISTICS:

The Community Relations Specialist is a Non-Represented Professional/Supervisory position working independently in the management of City-wide programs and conducting special studies and projects to include analyzing, coordinating and evaluating new and/or existing programs and activities. This class is distinguished from the next higher level class of Community Relations and Media Coordinator, which requires a high degree of independent judgment in the completion of complex and sensitive assignments.

SUPERVISION RECEIVED/EXERCISED:

Supervision is received from the Assistant to the City Manager and/or designee. The incumbent may exercise functional and technical supervision over clerical staff as assigned.

ESSENTIAL FUNCTIONS: *(The following is a typical list of duties assigned to the Community Relations Specialist. The duties included in this list are examples and are not intended to be all-inclusive or restrictive.)*

- Provides assistance in the creation, development and implementation of programs, procedures, and campaigns which increase public education, outreach, and participation, in the awareness of City government, waste management programs, natural resource conservation, emergency management or other related City sponsored programs.
 - Provides assistance in coordination aspects of special events including, but not limited to City-wide activities, such as Clean-up day, dedication ceremonies, recycling and conservation programs, disaster preparedness and guided tours of City facilities.
-



City of Hesperia

- Performs studies or projects involving research, planning, data collection, financial analysis, creative writing and design, compliance reporting and program evaluation on various new and established municipal programs, including recycling, conservation, emergency management or other City programs, as assigned.
- Researches and prepares proposals, procedures, policies, and educational and promotional materials for implementing new programs, taking into consideration budgetary constraints, staff resources, and organizational requirements.
- Provides assistance in the development and implementation of comprehensive social media strategies across multiple platforms; maintains City website; provides webpage/website training and assistance to staff.
- Collects, organizes, analyzes, and interprets data relating to City operations, including such areas as policies, organizational structures, forms and procedures.
- Assists in the preparation and presentation of promotional/educational materials and clear and concise written correspondence, reports, and analysis, complete with recommended City action or disposition.
- Coordinates activities and establishes and maintains effective working relationships with staff, management, third party administrators, outside agencies, organizations, and community groups, and the general public.
- Responds to inquiries and complaints and provides information, educational materials and recommends resolutions to the general public, other agencies, and department staff.
- May represent the City in community relations capacities by attending meetings and conferences to present concepts or proposals both verbal and written; organizes exhibits, programs and other activities for public presentation; provides assistance in the preparation of internal and external communications.
- Participates in the required Adjusted Workweek Program, 24-hour on call, and is available during emergencies, holidays, weekends, and after-hours.
- Perform other related and peripheral duties as required and necessary for the successful performance of this job.



QUALIFICATIONS: *(The following are minimal qualifications necessary for entry into the classification.)*

Education and/or Experience

Any combination of education and experience that has provided the knowledge, skills and abilities necessary for a Community Relations Specialist. A typical way of obtaining required qualifications is to possess the equivalent of three (3) years of increasingly responsible experience performing complex and specialized duties in project management; Bachelor's degree from an accredited college or university in public or business administration, marketing, communications, environmental science or studies or related field; and a High School diploma or GED. Public agency experience is highly desirable.

License/Certificate:

Possession of, or ability to obtain, a valid class "C" California driver's license.

KNOWLEDGE/SKILLS/ABILITIES: *(The following are a representative sample of the KSA's necessary to perform essential duties of the position.)*

Knowledge of:

Public administration and management, including principles, practices, and methods of program planning and analysis; financing, budgeting, and accounting; local government relationships and community relations; organizational structures of government; effective public relations techniques; local, county, state, and federal laws; municipal ordinances; principles of data collection, research and analysis; methods and techniques of Public Agency project administration, research, and analysis; creative, narrative, statistical, and technical writing, report preparation and presentation; principles of contract negotiation and administration; principles and procedures of statistical and administrative record keeping; planning and implementing effective public outreach marketing programs, services, events.

Skill to:

Operate an office computer and a variety of word processing, spreadsheet and software applications including the adobe design suite.

Ability to:



Communicate clearly, concisely, strategically and engagingly, both verbally and in writing; work tactfully and professional with the public by establishing and maintaining and promoting effective relationships with the community at large, employees, other agencies and public officials; develop and maintain computerized data-bases; research and prepare professional written analysis, internal and external promotional and educational materials, recommendations, and complex reports on a variety of subjects; creatively write in development of education and marketing material; propose an effective course of action, and present findings; represent the City in a variety of meetings; serve as liaison to City personnel, other agencies and the public; appropriately address conflict and develop effective resolutions; assist in developing new policies impacting department operations/procedures; assist in developing comprehensive plans to meet future City needs.

WORKING CONDITIONS:

Position requires prolonged or intermittent sitting, standing, walking on level, uneven, or slippery surfaces, reaching, twisting, turning, kneeling, bending, stooping, squatting and crouching. The position also requires grasping, repetitive hand movement and fine coordination in preparing reports and using a computer keyboard in the performance of daily duties. Additionally, the position requires near and far vision when reading correspondence and using a computer and acute hearing is required when providing phone service and communicating in person. The need to lift, carry, push, and pull files, reports and other materials weighing up to 40 pounds is required. The employee may occasionally be required to travel to different sites and locations; when working outdoors the incumbent may encounter extreme weather conditions, including wet, hot, cold, wind, snow, ice, and heavy vehicle traffic. The noise level in the work environment is usually quiet to moderate when indoors and moderate to loud when outdoors.

Adopted/Approved July 2019