

CLASSIFICATION SPECIFICATION

Community Relations Coordinator

FT/PT Class Code: 3500, 3635 Pay Grade: B/C 15 FLSA: Exempt Est. 06/13/19

SUMMARY STATEMENT: An incumbent is responsible for overseeing and coordinating community relations for a campus location, including planning and directing agency events, programs and services to meet community needs and serving as the primary constituent contact for the campus.

NATURE AND SCOPE:

An incumbent reports to the vice president for strategic communication and marketing and works closely with the vice president and campus director for the campus. The incumbent provides communication of campus goals through a coordinated public relations and public education campaign.

PRINCIPAL ACCOUNTABILITIES:

An incumbent may perform any combination of the below listed accountabilities:

1. Oversees and coordinates community relations for a campus location, including promoting the campus's image consistent with the overall direction of the College and coordinating public relations and public education campaigns.
2. Recognizes and mediates complex and diverse issues, which are frequently controversial and explosive in nature and critical to campus operations.
3. Serves as the primary constituent contact for the campus.
4. Gathers, organizes, and formats information related to campus goals, objectives, and services.
5. Coordinates timely and accurate responses and information to citizens, community groups or governmental agencies.
6. Encourages participation in the use of campus services.
7. Coordinates and conducts public meetings and educational programs.
8. Ensures a mutual sharing of information with other agencies and the general public.
9. Supervises staff as assigned.
10. Serves on campus or College committees as assigned.
11. Performs other related duties as required.

KNOWLEDGE, SKILLS, AND ABILITIES:

- ◇ Knowledge of public relations techniques.
- ◇ Knowledge of word processing software, spreadsheet software, e-mail and the Internet.
- ◇ Skill in oral and written communications.
- ◇ Skill in public speaking, which includes addressing large audiences.
- ◇ Skill in recognizing and mediating controversial and explosive issues.
- ◇ Excellent oral and written communication and interpersonal skills.
- ◇ Ability to gather, synthesize, and present information to diverse audiences for specific needs.
- ◇ Ability to coordinate and motivate staff.

MINIMUM QUALIFICATIONS:

- ◇ Bachelor's degree in a relevant field and four (4) years of relevant experience; or other equivalent combination of education and experience.