



**COMMUNITY OUTREACH AND EDUCATION SPECIALIST**

**Department:** Community Connections

**Job Class #:** 155600

**Pay Range:** Professional 07

**FLSA:** Non-Exempt

**Represented:** No

Classification descriptions are intended to present a descriptive list of the range of duties performed by employees in this class and are not intended to reflect all duties performed within the job.

**GENERAL FUNCTION:**

This is professional and technical work providing community outreach, education, promotion, marketing and public relations for a variety of social service programs. Incumbents are responsible for developing and presenting appropriate public education programs that meet the needs of seniors, individuals with disabilities and low income citizens. The work also includes the design of public relations materials and promotional or publicity campaigns.

**ESSENTIAL FUNCTIONS:**

- Assess community educational and training needs as they related to seniors, individuals with disabilities and low income citizens; design, conduct and coordinate appropriate community educational and training programs.
- Review and maintain an awareness of federal, state and local laws and regulations affecting program services and client groups. Analyze revisions and updates and determine need for community education.
- Provide leadership to community partners in developing local educational conferences, community outreach activities and special events.
- Develop and maintain partnership agreements with community agencies providing services to seniors individuals with disabilities and/or low income.
- Assist with the planning, development and implementation of long term planning.
- Provide technical assistance to community partners and other county and state entities regarding program and educational opportunities.
- Serve as project lead and/or coordinate the department's involvement with various health and education fairs, festivals, volunteer recruitments and outreach activities.
- Develop public relations and marketing themes, logos, campaigns, educational programs, and other promotional materials designed to inform, educate or gain acceptance by the public.
- Design publicity campaigns for presentation through the print and electronic media and other recognized resources.
- Originate a variety of written materials including, but not limited to, news letters, press releases, reports and advertising campaigns.
- Design and manage web pages providing education and promoting services available to client base.
- Secure and ensure training sites/facilities are accessible to seniors and disabled persons.
- Use a variety of computer programs in developing training programs and materials including developing program text and graphics.
- Maintain regular, predictable and punctual attendance during regularly scheduled work hours at assigned worksite.
- Meet travel requirements of the position.
- Perform the physical requirements of the position; work within the established working conditions of the position.
- Work a flexible schedule, which may include evenings, weekends, holidays and overtime.

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- Effectively persuade, inform, educate, train, solicit information, motivate and direct a wide variety of individuals or groups.
- Establish and maintain effective working relationships with County officials, employees and the general public.

#### **OTHER JOB FUNCTIONS:**

- Perform other job functions as assigned.

**SUPERVISION RECEIVED AND EXERCISED:** Work is performed under general supervision with the employee expected to plan and complete work independently after objectives, priorities and deadlines have been defined. Work is reviewed in progress and upon completion by the supervisor for thoroughness, timeliness and compliance with regulations, policies and procedures. This position serves as a project team leader and may train and guide lower level staff, and new and temporary employees. The position does not supervise or function as a Lead Worker.

**WORK ENVIRONMENT:** The work environment characteristics described herein are representative of those an employee encounters while performing the essential functions of the position. The Community Outreach and Educational Specialist work is performed in an office environment, classroom, conference facility or community event (community events may be held outside). Incumbents may be required to work at a desk or other work station for prolonged periods; constant attention to detail is required. Travel to various work sites and/or meeting locations is required. Work is generally completed on a regularly scheduled basis, however, attendance at meetings or completion of overtime work outside of normal scheduled hours may be required. Work is subject to frequent interruptions and normal office noise.

**PHYSICAL REQUIREMENTS:** The physical demands described herein are representative of those that must be met by an employee to successfully perform the essential functions. Physical demands include the ability to alternate between sitting and standing for extended periods of time (up to 8 hours); see, listen and speak for extended periods of time; and frequent walking. Other physical and mental demands include occasional balancing, stooping, kneeling, crawling, climbing stairs, pushing, pulling and lifting up to 35 pounds. Incumbents in this position must be able to reason, analyze and communicate effectively, both orally and in writing. Finger dexterity is required in order to use and operate a personal computer. Must be able to drive to various training sites and facilities.

#### **KNOWLEDGE, SKILLS, AND ABILITIES**

##### **Knowledge of:**

- Social/human services needs, programs and resources.
- Needs assessment and curriculum development.
- Modern program marketing and promotional practices.
- Project development and planning
- Public relations approaches and methods to positively impact acceptance.
- Principles of project leadership.
- Principles and practices of social service planning, coordination, contracting, budget and grant preparation, monitoring and evaluation.
- Applicable federal, state and local laws, rules, policies and procedures.

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#### **Skill in:**

- Public speaking.
- Writing in English using correct grammar, syntax and expression.
- The use of personal computers including graphic design.
- Project layout, design and proofing.
- Communication and interpersonal relationships.
- Use of independent judgment and effective decision-making in the application of a wide variety of laws, policies and procedures and in effective problem-solving.

#### **Ability to:**

- Present ideas in a clear and concise manner.
- Determine needs and develop appropriate and effective training and development programs.
- Establish and maintain effective working relationships with department managers and employees.
- Work as a member of a team.
- Understand and follow written and verbal instructions.
- Work effectively and productively with others.
- Communicate effectively verbally and in writing to audiences of various social, cultural, ethnic, educational and economic backgrounds.
- Effectively coordinate, perform and complete multiple duties and assignments concurrently and in a timely manner.
- Meet the travel requirements of the position, if any.
- Physically perform the essential job functions of the classification.

**MINIMUM REQUIREMENTS TO APPLY:** Bachelors' degree in education, business or public administration, social work or a closely related field and two years of experience directly related to the duties of the position. Any combination of education and experience may substitute for the minimum requirements.

**SPECIAL REQUIREMENTS AND/OR QUALIFICATIONS:** Successful completion of a Pierce County background investigation is required prior to employment. Must possess a valid Washington State Driver's license, or have the ability to obtain the license within 30 days of employment, or otherwise meet the travel requirements of the position.