

COUNTY OF ALAMEDA

COMMUNITY RELATIONS COORDINATOR (#0325)

Bargaining Unit: SEIU 1021 - Hospital Para Prof (008)

\$41.35-\$50.73 Hourly / \$3,308.00-\$4,058.40 BiWeekly /

\$7,167.33-\$8,793.20 Monthly / \$86,008.00-\$105,518.40 Yearly

 Notify Me when a Job Opens for the above position(s)

DESCRIPTION

Under general supervision, to coordinate, plan, and develop the community and media relations programs for a small department unit; performs community outreach projects and events; and to perform related duties as required.

DISTINGUISHING FEATURES

This position is located in smaller programs within a large County department or agency. As a liaison to community residents and the general public, incumbents are responsible for developing and coordinating community relations by providing resources, outreach, and support services to community residents and professional staff.

This position is distinguished from the higher level position of Public Information Specialist, in that the latter class is responsible for developing and coordinating a public information program for various departments or programs for a large County department or agency involving various programs, whereas the Community Relations Coordinator is responsible for planning and implementing educational activities, media relations and community outreach programs specific to a program or unit, with major emphasis on public education and community awareness.

EXAMPLES OF DUTIES

NOTE: The following are the duties performed by employees in this classification. However, employees may perform other related duties at an equivalent level. Each individual in the classification does not necessarily perform all duties listed.

1. Plans, organizes, coordinates, and participates in a community relations program designed to communicate public education information, services and/or resources, public awareness, and activities or events related to the program.
2. Researches information and prepares publications and newsletters.
3. Provides information to the news media regarding program specific news and events, prepares news releases, makes arrangements for television and/or radio coverage of departments' events as appropriate.
4. Consults with department staff to develop goals and objectives to develop community outreach programs.
5. Provides assistance to staff in editing publications and newsletters, website development, and the development of presentation materials.
6. Represents the department before community groups in disseminating public information.
7. Where applicable, communicates with the public in the event of an epidemic or disaster events.
8. Attends department meetings/seminars, professional association meetings, and training.
9. Interacts with private and public agencies, community and professional groups.
10. Coordinates outreach events, educational programs, presentations, and exhibits to educate the community and general public.
11. Prepares and maintains periodic reports and files.

MINIMUM QUALIFICATIONS

Education:

An Associate Degree from an accredited college in Business, Health Education, Behavioral Science, Communications, Public Relations, or a related field. (Additional experience may be substituted for the required education on a year for year basis).

AND

Experience:

Three years of full-time experience in community or public relations, which includes: developing and implementing a community or public education program, with major emphasis in providing educational outreach to the community.

NOTE: The Civil Service Commission may modify the above Minimum Qualifications in the announcement of an examination.

KNOWLEDGE AND SKILLS

NOTE: The level and scope of the following knowledge and abilities are related to duties listed under the "Examples of Duties" section of this specification.

Knowledge of:

- Principles and practices of community education and mass communications.
- Media relations and community outreach.
- Public information dissemination.
- Web-based communications.
- Computer applications.

Ability to:

- Gather, interpret, and accurately present data.
- Communicate effectively, orally and in writing.
- Understand, interpret and apply provisions of Federal, State, and local legislation, rules and regulations relating to the program.
- Establish and maintain effective working relationships with department staff, outside agencies, the media, and the general public.
- Coordinate a community relations program.
- Develop publications and informational material.

CLASS SPEC HISTORY

SA:pf

Newspecs: \0325.doc

CSC Date: 8/3/05

BENEFITS

Alameda County offers a comprehensive and competitive benefits package that affords wide-ranging health care options to meet the different needs of a diverse workforce and their families. We also sponsor many different employee discount, fitness and health screening programs focused on overall well being. These benefits include but are not limited to*:

For your Health & Well-Being

- Medical – HMO & PPO Plans
- Dental – HMO & PPO Plans
- Vision or Vision Reimbursement
- Share the Savings
- Basic Life Insurance
- Supplemental Life Insurance (with optional dependent coverage for eligible employees)
- County Allowance Credit
- Flexible Spending Accounts - Health FSA, Dependent Care and Adoption Assistance
- Short-Term Disability Insurance
- Long-Term Disability Insurance
- Voluntary Benefits - Accident Insurance, Critical Illness, Hospital Indemnity and Legal Services
- Employee Assistance Program

For your Financial Future

- Retirement Plan - (Defined Benefit Pension Plan)
- Deferred Compensation Plan (457 Plan or Roth Plan)

For your Work/Life Balance

- 12 paid holidays
- Floating Holidays
- Vacation and sick leave accrual
- Vacation purchase program
- Catastrophic Sick Leave
- Pet Insurance
- Commuter Benefits Program
- Guaranteed Ride Home
- Employee Wellness Program (e.g. At Work Fitness, Incentive Based Programs, Gym Membership Discounts)
- Employee Discount Program (e.g. theme parks, cell phone, etc.)
- Child Care Resources
- 1st United Services Credit Union

*Eligibility is determined by Alameda County and offerings may vary by collective bargaining agreement. This provides a brief summary of the benefits offered and can be subject to change.

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