



CITY OF POCATELLO CLASSIFICATION SPECIFICATION

Program Outreach Coordinator – grant funded

Dept: Planning & Development Services Reports to: P&DS Director Pay Grade: \$18.88-20.35
Date Established: 5/2018 Date Revised: 5/2018 FLSA Status: Non-Exempt

CLASSIFICATION SUMMARY

The Program Outreach Coordinator manages outreach and education efforts for programs funded by the City's Lead Hazard Control Grant and Community Development Block Grant (CDBG). This is a limited service grant funded position contingent upon annual federal grant allocation.

The job plans and performs outreach efforts to reach potential program participants, and helps qualify them for program services. The job will create and maintain outreach and marketing materials, coordinate public outreach events, and manage the intake of program applications in accordance with Housing and Urban Development (HUD) standards.

The job requires public relations and marketing experience with an emphasis on housing programs.

The job requires the ability to maintain a collaborative and cooperative working relationship with elected and appointed officials, other City employees, other organizations, and the general public.

The work environment is a Department office and public space environment that may include exposure to adverse weather conditions and hazardous materials. The noise level is generally moderate.

ESSENTIAL DUTIES AND RESPONSIBILITIES *(illustrative only and may vary by assignment)*

Coordinates and manages program outreach, marketing and education efforts. Develops and maintains marketing materials, social media and online campaigns.

Creates and manages community outreach and educational events designed to reach potential program participants. Makes presentations to community organizations and groups about program services.

Assists the CDBG Grants Administrator/Compliance Analyst with the intake of program participant applications including assisting applicants with document preparation and data gathering. Maintains applicant privacy and compliance with program requirements.

Works with community partners such as housing, healthcare, early childhood education, and other non-profits to reach potential program participants.

Helps maintain program data including records, documents, and logs of projects, including lab tests verifying presence of and removal of hazardous materials.

Helps maintain project and applicant files in accordance with HUD and program requirements.

Reviews literature and grant program information to assist Property Rehab Specialist and CDBG Grants Administrator to maintain compliance with HUD or EPA environmental standard updates.

Answers inquiries and provides information to property owners, contractors, other City agencies, and other interested and affected parties about program services and requirements.

Assists program staff with the preparation of reports, contracts, request for bids, correspondence and data collection.

Reviews program data and makes recommendations for adjustments to the program's outreach efforts to maintain program benchmarks.

Performs all work duties and activities in accordance with City policies, procedures, and safety practices.

Performs other duties as assigned. Nothing in this job description restricts management's right to assign or reassign duties and responsibilities to this position at any time.

CLASSIFICATION REQUIREMENTS:

The requirements listed below are representative of the minimum knowledge, skill, and/or ability required for an individual to satisfactorily perform each essential duty satisfactorily and be successful in the position.

Knowledge of:

- Public relations and marketing with an emphasis on public and social service programs;
- Preparation of marketing and outreach materials;
- Community housing programs;
- Federal (HUD, EPA, OSHA), state, City, and other applicable codes for the identification and safe removal of lead-based paint, asbestos and mold;
- Developing educational programs for the general public;
- Maintaining compliance with privacy laws for program participants according program requirements (HUD, HIPPA);
- Marketing utilizing social media and online presence;
- Operation of standard office equipment;
- Operation of a personal computer and job-related software applications.

Skill and Ability to:

- Create a marketing and outreach plan for program services;
- Plan, coordinate and present outreach and educational events to the general public and community organizations;
- Work with property owners to complete applications for program services;
- Collect, organize and maintain program data, analyze data, and make adjustments to program outreach efforts based on data analysis;
- Develop curriculum for community presentations and educational events;
- Assist with program file management to maintain compliance with OSHA, HUD, EPA and other applicable codes and regulations;
- Periodically work evenings or weekends for outreach events;
- Maintain records, documents, and logs and prepare periodic reports;
- Demonstrate strong customer service principles including issue resolution;
- Maintain a collaborative and cooperative working relationship with elected and appointed officials, other City employees, and the public;
- Communicate effectively in the English language at a level necessary for efficient job performance;
- Complete assignments in a timely fashion; understand and comply with all rules, policies and regulations;
- Perform all duties in accordance with City policies and procedures with regard for personal safety and that of other employees and the public.

ACCEPTABLE EXPERIENCE, TRAINING, LICENSES AND/OR CERTIFICATIONS

- High school diploma or GED required, with a college degree preferred;

- Two (2) to three (3) years public relations experience is preferred;
- Idaho driver's license is required.

An equivalent combination of education and experience that provides the required skills, knowledge and abilities to successfully perform the essential functions of the position may be considered.

PHYSICAL REQUIREMENTS

While performing the duties of this classification, the employee is frequently required to stand, walk, sit, stoop, kneel, bend, climb a ladder, work at heights, use hands to handle materials, manipulate tools, keyboard and type, reach with hands and arms, and operate a motor vehicle and job-related equipment. The employee must occasionally lift and/or move up to 50 pounds with assistance. Sufficient visual acuity and hearing capacity to perform the essential functions and interact with the public is required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

This is a limited service (potentially 3 year) grant position contingent upon annual federal budget allocation.