

PUBLIC OUTREACH COORDINATOR

Job Description

DEFINITION

Under general direction, plans, organizes, oversees, coordinates, and participates in Yolo-Solano AQMD public education and public outreach messaging and events. The Public Outreach Coordinator serves as a public liaison between the District and the general public; addresses and resolves project issues; defines strategies and plans for project communication, represents the District in public forums, inter-agency groups, committees, and community meetings; tracks and communicates regulatory changes, provides assistance and education to businesses during the permitting and inspection processes, Public Records Requests, performs administrative duties such as scanning, filing, answering phones, and other duties as assigned. This position will process permitting documents as needed.

SUPERVISION RECEIVED AND EXERCISED

The **Public Outreach Coordinator** receives guidance from the Administrative Operations Coordinator and direct supervision is received from the Administrative Services Manager.

CLASS CHARACTERISTICS

This single-position class is characterized by professional public outreach responsibilities, including coordinating and educating on permit processes and processing public records requests. Responsibilities include identifying outreach needs, developing messages and materials, coordinating and implementing various outreach forms, collecting data, and evaluating program effectiveness and report writing. This class is characterized by the responsibility to develop and produce publications, marketing campaigns, programs, presentations, and displays to increase public awareness about the District's functions, activities, and responsibilities. This position requires desktop publishing and computer graphics design proficiency, and is one of the District's web admins. Attendance at occasional evening and weekend events is required.

EXAMPLES OF ESSENTIAL JOB FUNCTIONS (Illustrative Only)

Management reserves the right to add, modify, change, or rescind the work assignments of different positions and make reasonable accommodations so that qualified employees can perform the job's essential functions.

- Prepare correspondence, forms, informational and educational materials, graphic design, and specialized documents from drafts, notes, brief instructions, or corrected copies.
- Review, develop, and implement a public relations program designed to educate and inform on issues of public significance.
- Participate in inter-agency groups or committees.
- Represents the District at meetings and conferences of community interest groups, professional associations, and public health organizations concerned with the effects of air quality.
- Participate with non-profit organizations to help promote alternate transportation.
- Analyzes and evaluates the public's interest and extent of understanding of district functions and programs.
- Representative for internal and external communications regarding wildfire and smoke updates.
- Coordinate and participate in public appearances, special events, contests, or exhibits to increase program or service awareness and further public relations objectives.
- Represents the district at public meetings, trade shows, fairs, and public and private school groups.
- Performs public speaking at community and business events and meetings; interfaces with local and regional governmental agencies and elected officials.
- Coordinate outreach for grant programs and special events such as calendar contests.
- Coordinate with other staff to obtain District Newsletter content, develop newsletter content, and organize all content for Newsletter publication.

- Build and maintain cooperative working relationships with other District employees, public agency representatives, community representatives, public interest groups, or the general public and demonstrate positive customer service and communication skills.
- Standardize procedures and methods, continuously monitor assigned programs, and communicate opportunities for improvement.
- Evaluates the effectiveness and coverage of public information activities.
- May prepare news releases, bulletins, brochures, newsletters, and other media for public dissemination; creates graphs and charts for public presentation.
- Researches and analyzes materials for information to develop written documentation, reports, graphs, and press releases.
- Responds to public inquiries regarding District regulations, permit processes, enforcement, legal authority, grant or incentive availability, and air quality conditions.
- Develops and delivers educational presentations in classroom settings.
- Designs, writes, and oversees the production of media kits, brochures, newsletters, and other informational reference materials.
- Plans and coordinates public meetings.
- Coordinates the dissemination of air quality warning information on social media platforms.
- Develop and implement communication strategies.
- Assists in the formatting, printing, publication, and disseminating District regulations and amendments.
- Maintains accurate records and files of work performed; prepares periodic and special reports as required
- Disseminate air quality warning and smog alert information promptly to schools and the public.
- Works with the air monitoring section in packaging and compiling air quality data for use in reports.
- Ability to communicate effectively, maintain positive working relationships with coworkers and management, and interact effectively and professionally under pressure.
- Understand and follow oral and written directions; communicate effectively, both orally and in writing; and understand and work within the scope of authority.
- Processing public record requests (PRA) and overseeing the program.
- Provide support for grant implementation and track related time.
- Other duties as assigned.

QUALIFICATION GUIDELINES

EDUCATION AND/OR EXPERIENCE

Any combination of training and experience that would provide the required knowledge, skills, and abilities is qualifying. A typical way to obtain the required qualifications would be College units in public relations, communications, journalism, business administration, or a related field and two years of experience in public relations, YSAQMD employment, or any combination of training and experience that could likely provide the desired knowledge and abilities.

KNOWLEDGE AND ABILITIES

Knowledge of:

- Organization and function of public agencies, including the role of an elected governing board.
- Record keeping, report preparation, filing methods, and records management techniques.
- Air pollution or related environmental problems and enforcement programs.
- Principles and practices of public and community relations, mass communications
- Principles and practices of print and electronic media.
- Theories and techniques of journalism, expository writing, and editing.
- Principles, theories, and applications of design, reproduction, printing processes, and layout techniques.
- Desktop publishing, word processing software, and knowledge of website software programs.
- Standard office practices and procedures.

- Methods and techniques for record-keeping and report preparation and writing.
- Occupational hazards and standard safety practices.
- English usage, spelling, vocabulary, grammar, and punctuation.
- Techniques for providing a high level of customer service by effectively dealing with the public, vendors, contractors, and District staff.

Ability to:

- Demonstrate excellent oral and written skills; write and speak clearly and concisely, and use English effectively.
- Ability to work independently with minimal supervision.
- Excellent public presentation skills.
- Develop outreach and marketing materials for public audiences.
- Organize work, set priorities, meet critical deadlines, and follow up with minimum direction.
- Use publishing software in a Windows environment.
- Read, interpret, and record data accurately.
- Work independently and as part of a team.
- Respond to issues and concerns from businesses, industry, public agencies, contractors, and the community.
- Follow written and oral directions.
- Observe safety principles and work safely.
- Operate an office computer and various word processing and software applications.
- Establish, maintain, and foster positive and effective working relationships with those contacted in the course of work.
- Skill in researching, compiling, and summarizing various technical reports and informational materials.
- Interpreting, applying, and explaining complex policies and procedures.
- Use tact, discretion, initiative, and independent judgment within established guidelines.

PHYSICAL ABILITIES

Must be able to perform essential functions of the job. Work is performed in an office setting with moderate noise levels, controlled temperature conditions, and no direct exposure to hazardous physical substances. This position requires prolonged sitting, standing, walking, reaching, twisting, turning, kneeling, bending, squatting, and stooping in the performance of daily activities. Position requires grasping, repetitive hand-eye coordination, and fine manipulation skills to prepare reports and data using a keyboard, computer mouse, and office equipment. This position also requires good listening skills and the occasional need to lift, drag, and push files, computer reports, or other materials weighing up to 25 pounds. Travel by vehicle is required.

WORKING CONDITIONS

Work is performed both in an office setting and at offsite locations such as community buildings, educational institutions, public facilities, etc. At times, the public can disagree with regulatory agencies' requirements and may be difficult to work with. This position must be able to handle these types of situations with diplomacy and tact.

SPECIAL REQUIREMENTS

- This position must possess a valid California Class C Driver's License.
- Safety training as required by the District's Safety Program

FSLA STATUS: Non-exempt - covered under collective bargaining unit

Approved: September 2021
 Revised: December 2023