COMMUNITY RELATIONS ANALYST

DEFINITION

To perform technical and professional administrative duties that ensure effective implementation of community relations strategies, including meetings and programs for City departments, City sponsored community events and the development and implementation of communication strategies; to serve as City liaison with community and regional associations and groups; to plan organize and coordinate City and non-City sponsored community events; and to perform administrative assignments in support of assigned programs.

SUPERVISION RECEIVED AND EXERCISED

Receives direction from management staff, as assigned.

May exercise direct supervision over support personnel, as appropriate.

EXAMPLES OF ESSENTIAL DUTIES - Duties may include, but are not limited to, the following:

Serve as liaison to community groups and the general public regarding community events and programs; receive and respond to questions, problems, concerns or requests for City information from community organizations and the public; follow up on requests for information.

Plan, organize and coordinate City and non-City sponsored community events, special events, programs and ceremonies; develop and monitor event budgets and timelines; present event specifics for City Council approval; select vendors and seek event sponsors and donations; ensure proper billing for City resources; coordinate with City departments, as appropriate, for event logistics and permitting.

Schedule, plan, and direct activities and events associated with assigned program areas; promote assigned program area through news releases, public service announcements, flyers, brochures, social media, email marketing and current website information.

May participate in the selection of full-time and part-time staff and contractors; provide and coordinate training, oversee work activities and performance and make related recommendations.

Assist in the development of departmental policies, procedures and systems; recommend goals and objectives.

Receive, research and respond to questions from outside groups and organizations, other City departments and the general public; investigate complaints and recommend corrective action as necessary to resolve expenditures.

Research, evaluate and prepare statistical, financial and demographic data and make recommendations for modifications to and/or new program elements to meet the needs of the community.

Develop, monitor and process contracts for outside services acquired through Request for Proposal; prepare contract amendments.

Present updates at various City Council, commission/board, and other governmental meetings; serve on various internal and external committees and task force teams.

Prepare financial and statistical reports related to event or program attendance and revenues; benchmark events, programs and services; compile and analyze trends; prepare other reports and administrative materials; coordinate grant requirements.

Participate in budget preparation and administration; prepare cost estimates for assigned area; submit justifications for part-time staff, materials, supplies and services as needed; monitor and control expenditures.

Evaluate operations and activities of assigned responsibilities; recommend improvements and modifications; prepare various reports on operations and activities.

Prepare and deliver a variety of presentations to community based organizations, members of the public and outside entities regarding programs.

Build and maintain positive working relationships with co-workers, other City employees and the public using principles of good customer service.

Perform related duties as assigned.

MINIMUM QUALIFICATIONS

Knowledge of:

Principles and practices of event coordination and implementation and program development.

Methods and techniques of public relations and marketing.

Principles and practices of organizing groups, programs, events and services.

Modern office equipment and computers including word processing, desktop, spreadsheet, and database applications.

Basic principles of budget preparation and monitoring.

Techniques and principles of effective interpersonal communication.

Ability to:

Perform technical and professional duties in support of City-sponsored events and programs.

On a continuous basis, know and understand all aspects of the job; intermittently analyze work papers, reports and special projects; identify and interpret technical and numerical information; observe and problem solve operational and technical policy and procedures.

On a continuous basis, sit at desk for long periods of time; intermittently twist to reach equipment surrounding desk; perform simple grasping and fine manipulation; use telephone, and write or use a keyboard to communicate through written means; and lift or carry weight of 10 pounds of less.

Learn City organization, services, and programs.

Develop and maintain relationships with community organizations and the public.

Train staff and volunteers in work procedures and requirements.

Analyze problems, evaluate alternatives, and recommend or take effective course of action.

Use computer programs to prepare written and graphic materials; track and monitor revenue collection and facility reservations.

Work weekends, holidays, and evenings as required.

Interpret and explain department and City policies and procedures; respond to requests and inquiries from the general public.

Communicate clearly and concisely, both orally and in writing.

Establish and maintain effective working relationships with those contacted in the course of work.

Experience and Training:

A typical way to obtain the required knowledge and abilities would be:

Experience:

Two years of increasingly responsible administrative experience, preferably including event coordination and program development and implementation.

AND

Training:

A Bachelor's degree from an accredited college or university.

License or Certificate:

Possession of a California driver's license by date of appointment.

11-07-20
08-05-14
08-25-12   Community Relations Analyst