

City of Somerville, Massachusetts
Job Description

Position Title:	Outreach Coordinator	Grade Level:	NU11
Department	Transportation	Date:	12/26/19
Reports to:	Director of Transportation	FLSA Status	Non-exempt

Statement of Duties

The **Outreach Coordinator** is responsible for ensuring that DOT public meetings and events are successful, by coordinating schedules, resources, outreach tools, event advertising and public involvement strategies. The employee is also responsible for community engagement and impact mitigation services for transportation improvement projects.

Essential Functions:

The essential functions or duties listed below are intended only as illustrations of the various type of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related, or a logical assignment to the position.

- Manages DOT event information on social media.
- Manages DOT mailing lists for public events and updates for community members interested in particular transportation projects.
- Coordinates meeting venues, technology and meeting set-up.
- Develops on-line tools for public feedback.
- Seeks strategies for expanding public participation in transportation planning efforts including expanding efforts to individuals and groups that are often underrepresented in the planning process.
- Participates in the Engineering department’s project construction progress meetings and weekly right-of-way construction interdepartmental coordination meetings.
- Prepares project status updates and construction activity notices for internal distribution and assist other city departments in correctly routing constituent calls and emails.
- Provides project information to the Communications and Community Engagement Department and collaborate/assist as needed in the development and distribution of information and updates to the community.
- Engages constituents to identify and prioritize issues.
- Attends numerous public meetings, and attends occasional individual or small-group discussions with neighborhood stakeholders. This often requires evening meetings outside of standard work hours.

Supervision Required

Under general direction, employee plans and prioritizes the majority of work independently, in accordance with standard practices and previous training. Employee is expected to solve most problems of detail or unusual situations by adapting methods or interpreting instructions accordingly. Instructions for new assignments or special projects usually consist of statements of desired objectives, deadlines and priorities. Technical and policy problems or changes in procedures are discussed with supervisor. Work is generally reviewed only for technical adequacy, appropriateness of actions or decisions, and conformance with policy or other requirements; the methods used in arriving at the end result are not usually reviewed in detail.

City of Somerville, Massachusetts
Job Description

Supervisory Responsibility

Position does not require the regular supervision of employees, but may supervise the work of volunteers or interns. Position includes the performance of non-supervisory work including the coordination of schedules and events that involve the more senior planning staff and consultants.

Accountability

The nature of the professional or technical work means that errors in analysis, techniques or recommendations would probably be difficult to detect. Consequences of errors, missed deadlines or poor judgment could result in excessive costs, delay of service delivery, or legal repercussions to the municipality.

Judgment

The work requires examining, analyzing and evaluating facts and circumstances surrounding individual problems, situations or transactions, and determining actions to be taken within the limits of standard or accepted practices. Guidelines include a large body of policies, practices and precedents which may be complex or conflicting, at times. Judgment is used in analyzing specific situations to determine appropriate actions. Employee is expected to weigh efficiency and relative priorities in conjunction with procedural concerns in decision making. Requires understanding, interpreting and applying federal, state and local regulations.

Complexity

The work consists of functions and processes such as planning, organizing, controlling, coordinating, evaluating, integrating activities and programs for multiple divisions or more than one department within the municipality.

Nature and Purpose of Personal Contacts

Relationships are primarily with co-workers, the public, groups and/or individuals such as civic leaders, peers from other organizations, representatives of professional organizations, media, and elected officials. The employee serves as a spokesperson or recognized authority of the organization in matters of substance or considerable importance, including departmental practices, procedures, regulations or guidelines. May be required to discuss controversial matters where tact is required to avoid friction and obtain cooperation.

Confidentiality

Employee has access to confidential information obtained during the performance of the regular duties of the position.

Recommended Minimum Qualifications

Education and Experience: Bachelor's Degree and three (3) years experience; or any equivalent combination of education, training and experience which provides the required knowledge, skills and abilities to perform the essential functions of the job. A background in urban planning, community organizing, communications and/or marketing is preferred.

Knowledge, Abilities and Skill

City of Somerville, Massachusetts
Job Description

Knowledge: Must have knowledge of planning practice, a general understanding of urban transportation issues, tools and strategies for public outreach and knowledge of basic web and email tools.

Ability: Ability to meet and deal with the public effectively and appropriately; ability to handle problems effectively; ability to communicate clearly, both orally and in writing; ability to operate a computer; ability to maintain confidential information; ability to maintain, manage, and organize records; ability to deal appropriately with employees, officials and members of the general public.

Skill: Strong interpersonal skills; excellent organizational skills; excellent data processing skill in the use of personal computers and office software including word, spreadsheet, web, blog, and email applications.

Work Environment

The work environment involves everyday discomforts typical of offices, with occasional exposure to outside elements. Noise or physical surroundings may be distracting, but conditions are generally not unpleasant. Employee may be required to work beyond normal business hours in response to attend evening meetings or complete work assignments. Work in the field involves regular exposure to outside elements.

Physical and Mental Requirements

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the position's essential functions.

Physical Skills

Minimal physical demands are required to perform the work. Work effort principally involves sitting to perform work tasks, with intermittent periods of stooping, walking, and standing. Work requires some agility such as moving in or about construction sites or over rough terrain. There may also be some occasional lifting of objects such as office equipment or photocopy paper (up to 30 lbs).

Motor Skills

Duties are largely mental rather than physical, but the job may occasionally require minimal motor skills for activities such as moving objects, operating a telephone, personal computer and/or most other office equipment including word processing, filing and sorting of papers.

Visual Skills

Visual demands require constantly reading documents for general understanding and analytical purposes.