

City of Somerville, Massachusetts
Job Description

Position Title:	Complete Count Coordinator	Grade Level:	NU10
Department:	Communications	Date:	9/10/2019
Reports to:	Director of Communications	FLSA Status:	Exempt

Statement of Duties

The Somerville U.S. 2020 Census Complete Count Coordinator will be responsible for coordinating the City’s efforts to maximize Census participation in Somerville by all residents with a special emphasis on organizing outreach and support for hard-to-count populations. The Coordinator will coordinate, facilitate, and support the Complete Count Committee and its subcommittees; develop and conduct community and stakeholder outreach; plan and coordinate community events and support services; work collaboratively with the Committee and City staff to set and meet Complete Count goals; recruit and manage Complete Count volunteers; and carry out other associated activities. The Complete Count Coordinator reports to the Director of Communications and Community Engagement.

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.

- **Committee Coordination** – Manage and oversee all Complete Count Committee efforts, including managing all Committee and subcommittee logistics, developing and tracking a comprehensive Census 2020 implementation plan; planning and facilitating committee and subcommittee meetings; supporting Committee and subcommittee initiatives.
- **Community Liaison** – Plan and carry out outreach to community leaders and stakeholders to build our Complete Count coalition. Serve as a liaison to key partners including City departments, community organizations and advocates, and business leaders. Serve as resource and point of contact for community members seeking Census 2020 guidance and information.
- **Volunteer Coordination** – Recruit, coordinate, and mobilize Complete Count volunteers to support Committee and City Complete Count efforts.
- **Community Outreach** – Increase awareness of the 2020 Census among hard-to-count populations by planning and conducting multi-faceted community outreach (e.g., holding or attending neighborhood meetings, presenting at community organizations, tabling at events, establishing partnerships with area entities to amplify messaging, and organizing multilingual outreach, as well as sourcing, creating, and distributing print and digital outreach materials). Collaborate with City staff to develop written materials and social media for print digital content (including the Somerville U.S. Census 2020 webpage) to engage residents and educate them about the Census. Coordinate outreach translation/interpretation into additional languages spoken in Somerville.
- **Event/Resource Coordination:** With the Committee, develop, plan, and coordinate broad outreach events (e.g., a Census count kickoff celebration), targeted awareness

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raising events (e.g., a presentation for the Council on Aging), and support services for hard-to-count populations (e.g., host Census Internet kiosks at community locations to mitigate the broadband access gap).

- **Documentation and reporting:** Document, track, and report on Complete Count goals and task completion throughout. Develop a summary of process and lessons learned to inform the Census 2030 effort.
- **Other relevant duties as assigned.**

Supervision Required

Under administrative direction, working from municipal policies and objectives; individual establishes short-range plans and objectives, own performance standards and assumes direct accountability for department results. Consults with supervisor only where clarification, interpretation, or exception to municipal policy may be required. The employee is responsible for the development and implementation of departmental policies, goals, and objectives. The employee is also expected to attempt to resolve conflicts which arise and coordinate with others as necessary.

Supervisory Responsibility

Position does not require the regular supervision of employees, but does include the recruitment and supervision of the work of volunteers or interns.

Accountability

Duties include significant responsibility for technical processes, service delivery, and contribution to municipal wide plans and objectives for the department. Consequences of errors, missed deadlines or poor judgment could result in extensive financial and/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 employing many different concepts, theories, principles, techniques and practices relating to an administrative field. Assignments typically concern such matters as studying trends in the field for application to the work; assessing services and recommending improvements.

Nature and Purpose of Personal Contacts

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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 at least three (3) years of project management experience; or any equivalent combination of education, training and experience that provides the required knowledge, skills and abilities to perform the essential functions of the job.

Knowledge, Abilities and Skill

Knowledge: Must have knowledge of community outreach and engagement; experience in multi-lingual and multicultural environments; understanding of marginalized and vulnerable populations; mastery of project management best practices. Knowledge of digital divide challenges and solutions preferred. Familiarity with Somerville's diverse neighborhoods preferred.

Abilities: Ability to communicate effectively orally and in writing with state and federal agencies, community leaders, elected officials, owners, supervisors, employees, representatives of the media, and a diverse general public. Candidate should be comfortable facilitating meetings for 25-100 residents, presenting information, answering questions, and coordinating participation of other staff. Must have ability to inspire and manage volunteers effectively. Must be a self-starter with superior time management, organizational skills, and attention to detail.

Skills: Must have strong written and verbal communication skills and exemplary organizational skills. Bi-lingual or multi-lingual preferred.

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 schedule may include evening and weekend hours and adjust to meet peak count period demands.

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.

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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 30lbs.). When in the field, more physical skill may be required to accomplish the duties required.

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.