

PROOF OF EDUCATION REQUIRED UPON APPLICATION

VACANT POSITION

DEPARTMENT: ADMINISTRATION

APPLY ONLINE, <http://spaldingcounty.com/careers> or to the HUMAN RESOURCES OFFICE

CLOSING DATE: Open until filled

Job Title: Citizen Engagement Specialist (Position #1017)
Salary: Pay Grade 18, Hiring Salary \$65,977.00 per year
Provisions of Personnel Ordinance for Promotion/Demotion/Transfer
Work Schedule: 8:00 am - 5:00 pm; M-F. Must attend Commissioners' meetings, public hearings, and public relations functions for the County.

This position has been determined to be exempt under the overtime provisions of the Fair Labor Standards Act.

MINIMUM TRAINING AND QUALIFICATIONS: Bachelor's degree in communications, Marketing, Social Work, Public Administration, or a related field. Two years' experience as a supervisor, manager, or an equivalent combination of education and experience sufficient to successfully perform the essential duties of the job. Three years of experience in community development, community relations, planning and executing special events and workshops, or administering community outreach programs. Demonstrated experience in developing effective relationships with internal and external stakeholders. Effective communications skills, including verbal communication and presentation experience, and strong writing skills. Strong project management and organizational skills. Ability to work under tight deadlines and manage projects independently with minimal supervision. Must possess a driver's license with a good driving history.

GENERAL STATEMENT OF JOB: Under the supervision of the County Manager, the Citizen Engagement Specialist will aggressively pursue opportunities to promote the County, develop and maintain an awareness of County programs and events, and regularly contact various groups, associations, and the news media. The Citizen Engagement Specialist will be responsible for the frequency, diversity, and level of engagement of community residents; processes for meaningful citizen engagement; participation for a broad cross-section of the community; and a consistent and long-term engagement in community affairs. The position provides expertise in internal and external communications, public relations, and media relations. Work includes extensive writing, editing, social media initiatives, measuring outcomes and working in a collaborative team environment. Reports to the County Manager.

PHYSICAL REQUIREMENTS: Must be physically able to operate a variety of office equipment, such as personal computer and printer, computer software packages, computer hardware, audio-visual equipment, digital camera, drone, calculator, telephone, fax, copy machine, typewriter, shredder, etc. Must be able to use body members to work, move or carry objects or materials. Must be able to exert up to twenty pounds of force occasionally, and/or up to ten pounds frequently. Physical demand requirements are at levels of those for sedentary work. Must be able to lift and/or carry weights of twenty to forty pounds.

ESSENTIAL JOB FUNCTIONS:

ALL FUNCTIONS MAY NOT BE PERFORMED BY ALL INCUMBENTS.

Designs, develops, organizes, and recommends public relations materials, programs, activities, and strategies to assist the Board of Commissioners, County Manager, Department Heads, and other County officials and employees to place the County in a favorable light in the public's mind, better communicate the County's vision, values, central themes, brand, goals, and messages to internal and external audiences, and promote goodwill toward/from the County.

Manages the County's internet website, Facebook page, Instagram, Twitter and other social media accounts to include provides photographs to enhance content; modifies, corrects, and updates content as needed; responds to citizen inquiries generated on the website and social media; implements changes and improvements; creates list-serve notices mailed to subscribers. Engages the public through these mediums.

Manages additional media relations programs to include: prepares, edits, coordinates, and distributes press releases; establishes and maintains a list of media and community contacts in the area; establishes, maintains, and nurtures professional relationships with reporters, editors, and news directors; initiates contacts with appropriate media personnel and organizations to obtain coverage of County activities; prepares scripts and talking-points for media interviews; may serve as County Spokesperson, when designated; monitors media coverage for information pertinent to County government operations and activities.

Serves as the County's liaison to the general public regarding information and marketing.

Represents and promotes the County and its public information and marketing programs through committees, community groups, and professional meetings, workshops, and conferences.

Meets with various community organizations, civic groups, citizens, and the general public to determine needs and to generate interest in the County's activities and plans.

Develops project management processes and oversees Community Engagement workflow.

Manages the activities, which include planning, coordinating, administering, and evaluating programs, agreements, contracts, projects, processes, procedures, systems, standards, and/or service offerings; ensures compliance with federal, state, and local laws, regulations, codes, and/or standards.

Builds and maintains relationships with homeowners' associations, business and community leaders, and nonprofit organizations to develop targeted engagement opportunities.

Identifies and initiates relationships with community stakeholders who have little or no regular interaction with County government and ensures that Spalding's diverse community is aware of County programs, services, and initiatives.

Develops, organizes, facilitates, or co-facilitates discussion groups, workshops, trainings, or other events.

Participates in and/or leads special projects, task forces, meetings, committees and/or training sessions.

Prepares reports and maintains statistical records associated with the Community Outreach Program.

Works extended hours, including weekends and evenings, as needed, to support Community Outreach's programs, events, and services.

Attends and documents public relations functions for the County (i.e., ground-breaking, and ribbon-cutting ceremonies, liaison between Commissioners and the media, parades and speaking engagements).

Prepares reports concerning department activities. Prepares weekly report on significant activities for the County Manager.

Attends Board of Commission meetings to stay up to date on issues discussed; provides public updates and develops articles for media submission; develops presentations as needed for commissioners as well as provides public information presentation at meetings; fields questions, media calls and facilitates media prior to, during and after meetings to ensure correct information and messages are delivered.

Makes presentations to various groups on County activities and functions, history, projects, and other similar public information, marketing, and promotion topics,

Organizes and establishes continuing internal communications using employee bulletin boards, employee publications, and committee meetings and assists with internal employee relations events and programs.

Develops marketing programs and strategies to target, recruit, attract and secure desirable businesses and developments; promote tourism in Spalding County to generate positive economic impact for county businesses; market County services to citizens, community groups, and other organizations.

Develops informational, marketing, and promotional materials using a variety of media, including newsletters, brochures, fact sheets, consumer publications, radio public service announcements, advertisements, pamphlets, photographs, articles, reports, charts, graphs, maps, videos, and the County's website.

Performs other related duties as required.

April 18, 2024
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