

# Metropolitan King County Council

## Position Descriptions



**King County**

Position: Outreach Coordinator	FLSA: hourly, overtime eligible
Department: Council Administration	Salary Grade: 22
Council Approved: June 8, 2015	

### Summary

Organizes, coordinates, and promotes community-based council meetings and special events. Facilitates programming and logistics for visible and often controversial meetings, including content development, promotion, outreach to the appropriate audiences, technical and physical setup, and other activities. Participates as a member of the Communications Team in strategic planning and message development, assists with media relations. Provides logistical, technical, and analytical support to Council-staffed citizen committees, as assigned. Builds and strengthens connections between the Council and individual councilmembers and external stakeholders, such as community based organizations and non-profits.

### Distinguishing Career Features

The Outreach Coordinator is position that can be considered as part of the Council’s public relations and media relations career path. Advancement to Outreach Coordinator requires a demonstrated ability to organize, setup, and provide support to large, highly visible, public outreach programs and events. The position requires technical expertise, professional communications skills, and an ability to understand and explain complex policies and concepts in conversational, accessible, culturally appropriate terms and through an equity and social justice (ESJ) lense. The position also requires the ability to work with and solicit trust from culturally diverse audiences. Advancement from this position to others is possible based on need and compliance with the qualifications for the position.

### Essential Duties and Responsibilities

- Plans, organizes and implements the Council’s COW Town Hall Meeting program and other special events
  - Works with Councilmembers and staff to develop a long-range event calendar that complies with the strategic direction of the Council.
  - Participates in developing promotional strategies for meetings, selecting and inviting guests, communicating topics, and handling logistics. Sets up meetings to be conducive to the purpose. Attends meetings to provide event and guest relations support.
  - Prepares communications and promotional materials. Constructs mailing lists, mails and emails invitations to potential guests and speakers. Performs community outreach through web site postings, written announcements, and meetings.
  - Sets up and attends meetings. Prepares program/event/meeting schedules, agendas, arranges for speakers/panelists, and ensures that invitations and announcements reach targeted citizens and organizations. Arranges for services such as beverage and food items, signup sheets, etc.
  - Serves as a process facilitator or moderator of public outreach meetings and events. Assists with broadcasting and media coverage and logistics. May assist speakers in handing out materials, presenting awards, and distributing materials. May orient them to ‘due process’ and agendas.

- Develops and maintains up-to-date archives of outreach program content, ‘targeted’ mail and invitation lists, and various committee business documents and other materials. Writes and/or edits materials for content and clarity.
- Serves as a member of the Council Communications Team
  - Collaborates on development of strategic initiatives and messaging
  - Develop communications channels and tools, sustaining momentum and implementing new and innovative approaches to extend reach and impact
  - Monitors and ensures follow-up with external and internal stakeholders on a continual basis, as appropriate, to ensure plans move forward and momentum builds
  - Researches and summarizes cultural, geographic and other considerations impacting Council relations
  - Promotes community awareness of County Council policies, initiatives and services
  - Track district and policy interests of councilmembers and associated King County events
  - Informs councilmember offices of events of interest to the member broadly and specifically to the district with an eye for ESJ to ensure the broadest public engagement possible
  - Serves as Communications member on ESJ staff committee and other county ESJ efforts, as approved and directed by Communications Director
- Provides staff support to the Districting Committee, a committee comprised of appointed members and whose objective is to draw a redistricting plan. Supports other Council-staffed citizen committees, as assigned.
  - Works with the Chair to develop the Committee work plan and meeting agendas
  - Makes all needed logistical arrangements
  - Ensures compliance with financial disclosure, public disclosure, and open public meeting requirements
  - Manages procurement processes and monitors the committee budget
  - Researches background information, analyzes issues, and identifies alternatives, including specific considerations of issues related to ESJ
  - Coordinates with legal, technical, analytical, and administrative staff to meet the needs of the committee
  - Provides communications and technology services to the Committee
  - Plans and implements all public outreach and public hearings
  - Provides and/or arranges for recording of districting committee proceedings. Sets up action items for follow-up resulting from committee member instructions.
  - Responds to requests for current and archived information.
- Performs other duties as assigned that support the overall objective of the position.

## **Qualifications**

### **Knowledge and Skills**

- The position requires specialized professional knowledge in public relations, journalism, marketing or related discipline that enables conveyance of promotional communications and ability to organize and setup public meetings.
- Requires knowledge of the procedures, processes, and steps involved with setting up large meetings and events.
- Requires working knowledge of public meeting rules and regulations and rules of order.
- Requires specialized knowledge in the structure and content of the English language to employ a variety of writing techniques that inform diverse audiences. Requires a working knowledge of communication and dissemination techniques and methods including alternative ways to inform and entertain via written, oral and visual media.

- Requires a working knowledge of the methods for showing, promoting, and selling services including communications strategy and tactics.
- Requires basic knowledge of human behavior, individual differences in ability, personality and interests, learning styles, and motivation.
- Requires a working knowledge of research and project steps.
- Requires well-developed knowledge of and skill at using personal computer applications as those for desktop publishing, word processing, databases, and presentations.
- Requires basic knowledge in graphic design and the techniques of publishing and layout for newsletters, news articles and press releases.
- Requires well-developed human relations skill to advise and influence others, to gain trust when working with the media and general public, and to convey information to “live” diverse audiences.

### **Abilities**

- Requires the ability to carry out the functions of the position.
- Requires the ability to write professional content clearly and concisely for all forms of media including, but not limited to newspaper, magazine, broadcast, and speech.
- Requires the ability to plan and implement meetings and events such as committee and council meetings, conferences, speeches, and community-based events and forums.
- Requires the ability to work under deadline pressure on multiple projects.
- Requires the ability to advise and facilitate discussions with customers on external communications needs.
- Requires the ability to prepare and present visually appealing written communications that respond to customers’ communications strategies, plans, and needs.
- Requires the ability to use logic and reasoning to identify strengths and weaknesses of proposals, alternatives, and conclusions
- Requires the ability to remain objective with politicians and to properly handle private and confidential communications.
- Requires the ability to present facts and recommendations in a clear, concise, interesting, and logical and objective manner, both orally and in writing.
- Requires the ability to maintain productive and cooperative relationships with those encountered on work-related matters, including elected officials, the media, County employees, representatives of other governmental agencies, and the public.

### **Physical Abilities**

- Incumbent must be able to function indoors engaged in work of primarily a sedentary nature with sufficient ambulatory ability to move about office environs and locations.
- Requires sufficient arm, hand, and finger dexterity to use a personal computer keyboard, multi-media presentation, and other office equipment.
- Requires normal hearing and speaking skills to communicate in one-on-one and small group settings.
- Requires visual acuity to observe the behaviors of others and read printed materials.

### **Education and Experience**

The position typically requires a Bachelor’s degree in public administration, business, communications, political science, pre-law or the equivalent and two years of experience in an administrative support capacity within a governmental setting.

### **Licenses and Certificates**

Requires a valid driver’s license.

### **Working Conditions**

Work is performed indoors where minimal safety considerations.

