

City of Smithville

Community Engagement Coordinator Job Description

(Revised June 28, 2021, JS)

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Position Title: Community Engagement Coordinator

Reports To: Director of Economic Development/Grants Administration

Compensation & time commitment: Salaried, DOE
Full-time, requires some evenings and weekends

Overall Job Description

The Community Engagement Coordinator is responsible for facilitating and coordinating a robust community engagement strategy for the City of Smithville, with a particular focus on building relationships and trust with community members, volunteers, local community partners and service providers. The Community Engagement Coordinator will report directly to the Director of Economic Development/Grants Administration, and will work closely with Department Heads to assist in the overall coordination of services and opportunities to ensure adherence to the organization mission and values of authentic community engagement, capacity building, public participation and multi-directional communication of information. The Coordinator will utilize the St. David's Foundation Netweaving efforts to build capacity and engagement among residents of the Smithville area, extending to the Smithville Independent School District families and Bastrop County, as well as establish/strengthen partnerships with other Counties as appropriate. Special efforts will be made to empower communities of color, language minorities, and economically disadvantaged families.

Major Responsibilities & Duties

The following responsibilities are typical for this classification. Incumbents may not perform all of the listed duties and/or may be required to perform additional or different duties from those set forth below to address business needs and changing practices. The Community Engagement Coordinator works closely with City Department Heads to collectively serve volunteers and community partners, and works to:

- Institute projects/opportunities for engagement that include neighborhoods, population target groups, and individuals who have felt excluded -- often because they do not know the systems of communication or the "rules of engagement" as required by Open Meetings Act; inform, educate, and invite people to participate, and as necessary, provide skills training for volunteer/civic involvement.
- Post/manage information on FaceBook and other social media, and manage the City's website, including updating the website and keeping information current (i.e., photos and bios of Mayor and City Council, updates on projects or changes to schedules). This person will also post any public information electronically and/or using paper fliers/utility bill inserts for information that calls for public participation or awareness.
- Cultivate relationships across diverse communities to provide new opportunities around social capital, civic engagement and participation, and quality of life that are responsive to their cultures and identities. Provide continual education about these opportunities to staff and support community partners as they provide these opportunities.
- Facilitate regular community meetings to foster relationship building, collaboration, and promote equitable services. This includes strengthening relationships with partners, identifying and addressing improvements to collaborative efforts to authentically support the community

City of Smithville

Community Engagement Coordinator Job Description

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through implementation of equitable and best practices and continued communication strategies.

- Attend meetings of the Smithville Whole Health Partnership (SWHP*), appropriate meetings at the School District, as well as any other initiatives that are designed to engage members of the community.
- Provide ongoing input, information, and materials (as requested) that support internal and external communication efforts about programming and opportunities.
- Serve as an advocate in the community to ensure that the needs of community members are a priority in the systems designed to support them, seeking to co-create solutions and programs that best serve to improve the quality of life for all.
- Participate in the continuous quality improvement and data-driven decision-making processes to assess the efficacy of programming and to drive programmatic refinements. Ensure adherence to data collection requirements.
- Provide ancillary support for other projects by coordinating with and supporting staff as needed or requested.
- Other duties as assigned.

Minimum Qualifications and Experience:

Bachelor's degree from an accredited college or university with major course work in public administration, business administration, planning, economics, or in a relevant field preferred, plus two years of directly-related experience working/volunteering in community engagement. An equivalent combination of education and/or experience may be substituted, as long as it directly relates to the essential duties and responsibilities. Preference will be given to candidates with a working knowledge of community organizing and volunteer management and who can speak Spanish or another language spoken by a language-minority in Smithville. A strong desire for supporting and empowering community members is required.

Communication

- Strong interpersonal skills, desire and ability to effectively communicate and work with people from diverse age, racial, ethnic, socioeconomic, and gender backgrounds.
- Strong communication skills; clear and concise presentation in written and oral formats.
- Ability to build authentic relationships with racial, socio-economic, and gender diverse communities.
- Ability to successfully navigate challenging conversations among diverse groups and build consensus.
- Strong analytical writing skills and oral communication skills.
- Ability to develop and conduct presentations and training sessions.
- PREFERRED: Ability to speak Spanish with community members.

Professionalism/Abilities

- Commitment to service.
- Strong organizational skills and ability to manage multiple priorities at once.
- A genuine understanding and commitment to equity and inclusion.
- Ability to work well independently and as a member of a highly integrated and diverse team.
- Strong facilitation skills; demonstrated ability to solve problems and manage conflict.
- Ability to think and plan strategically.

City of Smithville

Community Engagement Coordinator Job Description

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- Skilled in identifying and responding to sensitive community and organizational issues, concerns, and needs.
- Ability to analyze problems, identify alternative solutions, project consequences of proposed actions, and implement recommendations in support of goals.
- Experience in researching, analyzing, and evaluating innovative methods and techniques in public engagement and project-specific issues.
- Ability and willingness to work nights and weekends to accommodate community needs.
- Ability to assist in the preparation and distribution of economic development surveys.
- Demonstrated ability to establish and maintain effective working relationships with those contacted in the course of work.

Knowledge and Skills

- The ideal candidate will have/can be expected to forge strong connections in minority communities and will be able to speak Spanish fluently.
- Knowledge of Microsoft Office applications.
- Ability to apply evidence-based practice.
- Familiarity with and willingness to utilize social media, website, and message management.
- Methods and techniques of public participation, public affairs and public relations.
- Netweaving concepts.

PHYSICAL DEMANDS AND WORKING ENVIRONMENT

The conditions herein 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 essential job functions.

Environment: Work is performed primarily in a standard office setting with some travel to different sites; incumbents may be required to work extended hours including evenings and weekends and may be required to travel outside City boundaries to attend meetings.

Physical: Primary functions require sufficient physical ability and mobility to work in an office setting; to stand or sit for prolonged periods of time; to occasionally stoop, bend, kneel, crouch, reach, and twist; to lift, carry, push, and/or pull light to moderate amounts of weight; to operate office equipment requiring repetitive hand movement and fine coordination including use of a computer keyboard; and to verbally communicate to exchange information.

*SWHP was established in 2014 in response to a program with Robert Wood Johnson Foundation. It is a consortium of area health institutions, the City of Smithville, and other local agencies. RWJF awarded a consultant to the SWHP to become better organized, and later awarded funds for “Kitchen Table Talks” and It’s Time Texas programming.