

## CITY OF MADISON POSITION DESCRIPTION

1. Name of Employee (or "vacant"):

Work Phone:

2. Class Title (i.e. payroll title):

3. Working Title (if any): Community Engagement Specialist

4. Name & Class of First-Line Supervisor:

Work Phone:

5. Department, Division & Section:

6. Work Address:

7. Hours/Week:

Start time:                      End time:

8. Date of hire in this position:

9. From approximately what date has employee performed the work currently assigned:

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10. Position Purpose: (How this position fits into the overall mission, vision, and goals of your agency and work unit.)

11. Position Summary:

This is professional communications and public relations work in planning, coordinating, and implementing a comprehensive communications program for the City of Madison Common Council. The work involves assisting alders with developing and implementing publicity, public relations, public information and internal communications materials and activities for the Common Council within a citywide strategic and equity focused context. This work also involves working within a collaborative structure to improve the City of Madison Boards, Committees, and Commission structure, recruitment, and training. Work involves considerable judgment and discretion in identifying, recommending, and implementing public and internal information campaigns. Under the general supervision of the Chief of Staff the Community Engagement Specialist will assist the Chief of Staff with supporting the Common Council's mission, goals, and objectives through a strategic communications program.

12. Functions and Worker Activities: (Do NOT include duties done on an "Out-of-Class" basis.)

60% **B. Work with the Alders, Chief of Staff, Mayor's Office and City staff across multiple departments to identify engagement needs and develop innovative strategies to increase public engagement, generate awareness of City services and constituent needs, and promote citywide accomplishments. These efforts should focus in particular on increasing outreach to underrepresented and disenfranchised individuals/groups.**

1. Work with the above mentioned entities to develop and implement a citywide strategic communication plan.
2. Conduct outreach in underrepresented and disenfranchised communities to research communication tools and preferences. Incorporate tools and preferences into citywide communication planning and into Council Office communications.
3. Connect with other City community engagement staff to build relationships, coordinate communication efforts, and to supplement their engagement efforts. Attend bi-weekly PIO meetings and RESJI Community Engagement Team.
4. Explore the use of polling tools, the creation of an online public comment system, and other electronic community engagement methods.
5. Provide project management support for the 311 system development and implementation.
6. Work collaboratively with other city engagement staff to revise community engagement standards. Act as a resource for other departments by facilitating community engagement sessions as requested.
7. Assist Alders with the coordination of neighborhood and community open house and public outreach events. Assist Alders with presentations and reports to community and neighborhood groups.
8. Assist Alders with developing and establishing collaborative partnerships with a diverse set of people and organizations to include community groups, NRTs, non-profits, non-governmental agencies, faith communities, businesses, schools, and service providers to identify and address issues.
9. Work with other Council Office staff to update community contact list.

15% **A. Plan, develop, implement and maintain the print, electronic, and audio/visual communication and information programs for the City of Madison Common Council.**

1. Develop and maintain print and published information including but not limited to newsletters, post cards, blog, brochures, bulletins, listserv information and other information outlets as appropriate, both directly and through lower level staff.
2. Maintain and update the Common Council media contact list. Assists the Chief of Staff with drafting press releases, preparing for press conferences, media events, and other related special events.
3. Work with the City's Language Access Program to translate any needed materials. Ensure that Common Council publications meet visual communication standards and are available in various languages.
4. Work with the Common Council and Information Technology (IT) to develop the Common Council social media capabilities. Implement the Common Council's new social media policy. Develop and post content using various social media. Review and evaluate Common Council Office social media usage for quality and effectiveness of communication.
5. Work with IT and Alders to develop other improved constituent communication methods that are easy for Alders and constituents to use. Work with other Council Office Staff to train Alders as needed on communication methods available and specifically train new Alders on these methods at New Alder Orientation.

- 15% **D. Work to improve engagement and participation on City of Madison boards, committees, and commissions (BCC.)**
  1. Improve diverse representation on BCCs by advertising committee openings specifically to underrepresented and disenfranchised communities.
  2. Improve access by making recommendations with a focus on ensuring electronic systems, processes, and procedures are accessible for residents. Provide trainings related to the BCCs for interested residents.
- 10% **E. Perform Administrative tasks as assigned.**
  1. Staff Common Council BCC committees and record minutes as needed.
  2. Attend staff and other required meetings.
  3. Other duties as assigned.

13. Primary knowledge, skills and abilities required:

Working knowledge of community engagement methods and practices. Working knowledge of community relations and public communications concepts, techniques and practices. Working knowledge of applicable promotional, public relations, and journalist theories, techniques and practices. Working knowledge of print, broadcast media principles and practices. Working knowledge of and ability to use computer software applicable to the duties of the position, including the use of social media. Working knowledge of the principles and practices associated with racial equity and social justice in community engagement. Knowledge of the legislative process. Ability to develop, recommend and promote public information materials in a strategic context in keeping with City's mission and goals. Ability to communicate effectively both in writing and orally. Ability to develop and maintain cooperative and effective working relationships with diverse co-workers, elected officials, community groups, and community members. Ability to produce and promote public information/education events, write accurate news releases, and public service announcements. Ability to review and edit the related work of others. Ability to develop innovative outreach methods that focus on outreach to diverse community members. Ability to compile and disseminate appropriate information about City activities, events, and operations. Ability to plan, organize, manage time, prioritize, and multitask. Ability to maintain adequate attendance. Ability to work evenings and weekends as needed for meetings.

Bilingual in Spanish, Hmong or Mandarin Chinese is desirable.

**Training and Experience:**

Generally, positions in this classification will require:

Three years of community outreach experience to a wide variety of audiences. Such experience would normally be gained after graduation from an accredited college or university with a major in Communications, Public/Community Relations, Journalism, Political Science, Public Administration, or similar field. Candidates can also be consider who have an Associate's Degree in Marketing, Visual Communications, Business or similar fields with four years of community outreach experience to a wide variety of audiences. Other combinations of training and/or experience with can be demonstrated to result in the possession of the knowledge, skills, and abilities necessary to perform the duties of these positions will also be considered

14. Special tools and equipment required:

15. Required licenses and/or registration:

Ability to meet the transportation requirements of the position. Must attend occasional evening meetings.

16. Physical requirements:

You will be expected to physically travel to various community service agencies, businesses and/or residences throughout the City as part of the job duties. Otherwise work is performed at a sit/stand desk using standard office equipment.

17. Supervision received (level and type):

18. Leadership Responsibilities:

- This position:  is responsible for supervisory activities (Supervisory Analysis Form attached).  
 has no leadership responsibility.  
 provides general leadership (please provide detail under Function Statement).

19. Employee Acknowledgment:

- I prepared this form and believe that it accurately describes my position.  
 I have been provided with this description of my assignment by my supervisor.  
 Other comments (see attached).

\_\_\_\_\_  
EMPLOYEE

\_\_\_\_\_  
DATE

20. Supervisor Statement:

- I have prepared this form and believe that it accurately describes this position.  
 I have reviewed this form, as prepared by the employee, and believe that it accurately describes this position.  
 I have reviewed this form, as prepared by the employee, and find that it differs from my assessment of the position. I have discussed these concerns with the employee and provided them with my written comments (which are attached).  
 I do not believe that the document should be used as the official description of this position (i.e., for purposes of official decisions).  
 Other comments (see attached).

\_\_\_\_\_  
SUPERVISOR

\_\_\_\_\_  
DATE