

## **Subject: Community Engagement Specialist Work Function Research**

For the research on Community Engagement Specialist work functions I reviewed positions descriptions from the follow cities:

- Grand Junction, Colorado
- Austin, Texas
- Boise, Idaho
- City of Smithville, Texas
- Glenn Heights, Texas

I also reached out to other municipalities and governments to ask for position descriptions and only received one response from the City of Seattle who classifies their Community Engagement Specialist as a Planner.

**It is important to note that most of these positions had bilingual preferred on their job descriptions/postings and one required bilingual applicants.** Also I did find some very direct overlap with other current City of Madison positions and had some questions on if this role would potentially intersect with these other City positions. **Because of this I would recommend this group be aware of the following City positions:**

- Equity Coordinator
- Equity Manager
- Disability Rights Specialist
- Possible future DCR positions
- Planner-Community Engagement focus
- Public Information Officers
- Community Development Specialists
- Graphic Technicians

**The essential functions of Community Engagement Specialists are outlined below.** Please note that there are functions that are directly completed by DCR that is highlighted in yellow. Many of the other functions below are also completed by Planners, Community Development Specialist, Graphic Design Technicians, and Public Information Officers. They typically work on engagement efforts that impact their specific departmental focus.

- Lead role in planning, developing, coordinating, and executing the City's public engagement initiatives to increase public participation and promote awareness of needs and services and to promote City accomplishments.
- Create content and graphic design for various communication components and distribute information through various printed and electronic media, meetings, workshops, conferences, and the Internet.

- Organizes and facilitates media events, press conferences and related special events. Assists news media with information about meetings, city decisions, policies and other city issues of interest to the news media.
- Work with City staff across multiple departments to identify engagement needs and develop project-level strategies for public involvement.
- Consults with City staff to develop and implement public information training materials, bulletins, and presentations.
- Develop and establish collaborative partnerships with a diverse set of people and organizations to include community groups, non-profits, non-governmental agencies, faith communities, businesses, schools, and service providers to identify and address issues; maintain and improve database of community contacts; develop and maintain neighborhood association and community association tracking systems and mailing lists.
- Identify, respond to, and document City Council and citizen issues, concerns, and requests for information; analyze neighborhood issues and create programs to address those issues as requested; create sustainable and measurable partnerships between neighborhoods, citizens, and the City; tie work to City Council strategic results and report performance. (How would this relate the Equity Coordinator's neighborhood resource, Planning, & Community Development functions?)
- 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. (Equity Coordinator currently completes this function through NRTs. Would this be different at all?)
- Envisions input and outreach strategies and executes on a plan using a variety of public information-gathering techniques. Focuses on the engagement and input from our diverse community, and those who will be disproportionately impacted. Planners & Community Development Specialists
- Pursues new and better ways to do our work and engage with the public. Seeks out innovation in the department's internal processes, community engagement, and communication tools and methods. Develops proposals and recommendations for department leadership on both internal and external improvements.
- Plan and coordinate a wide variety of community special projects and City-sponsored events and initiatives; prepare and deliver presentations and reports to community and neighborhood groups; represent the City in meetings with the public, community

groups, and other key stakeholders to support resident decision-making, listen to concerns, and advocate for increased participation.

- Assist in facilitating cultural awareness activities within the community and building inter-cultural capacity for the City, community partners and community. (Does DCR complete these functions?)
- Assists with coordinating neighborhood and community open house and public outreach events.
- Keeps accurate records of comments made by public in meetings and other settings (online forum, etc.), analyzes, and summarizes key themes and findings.
- Attends meetings of the City Manager's Office and City Council, and other city related meetings.
- Conducts and activates on-going crisis communications planning.
- Provide technical assistance and training to City staff regarding diversity and inclusion, inter-cultural communication, community problem-solving, public engagement methods and best practices, and other areas that enhance positive community relationships. Current DCR function.
- Provide direct assistance to residents who need help in accessing and using City and community services including provision of bilingual services and/access to bilingual services for residents and City departments. Current DCR function.