



COMMUNITY OUTREACH COORDINATOR

SUMMARY

Under direction, plans, coordinates and conducts the District-wide community outreach, communications, and volunteer program and performs related work as required.

SUPERVISION RECEIVED AND EXERCISED

Receives direction from higher-level supervisory staff. Leads and directs lower-level staff and volunteers.

DISTINGUISHING CHARACTERISTICS

The Community Outreach Coordinator is responsible for planning, overseeing, and directing the operations, services, staff, and activities of an assigned program area. Performance requires the ability to work independently with initiative and discretion within established guidelines. This classification is distinguished from the Community Outreach Supervisor in that the latter has overall administrative and operational responsibility for community outreach programs and services.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Management reserves the right to add, modify, change, or rescind the work assignments of different positions and to make reasonable accommodations so that qualified employees can perform the essential functions of the job.

1. Oversees the development, promotion, and implementation of volunteer projects and programs for all ages in accordance with community needs; evaluates program effectiveness; recommends changes and implements management decisions.
2. Manages all aspects of volunteer recruitment, job descriptions, interviews, training, administrative tasks, and implements recognition and retention programs.
3. Builds relationships with service organizations and nonprofit partners as part of volunteer recruitment efforts.
4. Coordinate district-wide communications, including website updates, social media management, graphic design, activity guide, and email newsletters.
5. Assist in creating and maintaining community-facing marketing displays to enhance outreach efforts
6. Assists supervisor with budget development and management.
7. Serves as a liaison and resource for community agencies and other organizations; performs community outreach to promote volunteer programs and stimulate interest in District offerings.
8. Serves as District representative with external organizations; attends and/or speaks at meetings, community and professional functions, and conferences as assigned.
9. Assists in developing and implementing policies, procedures, and staff training for program areas.
10. On-site staff support for volunteer projects, communication resources and programs when necessary.
11. Works collaboratively with colleagues, supervisors, and the public on district-wide messaging and volunteer projects.
12. Assists with District special events as needed.
13. Performs other duties as assigned.

QUALIFICATIONS

Education and Experience:

- High School Diploma or GED, supplemented by two years or 60 units of college level coursework, in recreation, philanthropic studies, social services, or a related field, Bachelor's Degree desirable;

OR

- Any combination of training, education, and experience that would provide the required knowledge, skills, and abilities.



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Knowledge of:

- General principles and practices of business administration and office management.
- Modern office practices, procedures and equipment, including personal computers and department-specific software applications such as word processing, database, spreadsheet and desktop publishing programs.
- General principles and practices of marketing.
- Principles of recruiting, interviewing, selecting and retaining volunteers.
- Community services and organizations.
- Proper English usage, including spelling, grammar and punctuation; business arithmetic, including decimals, percentages and fractions.
- Clerical practices and procedures, including standard document formats for letter and report writing.
- Methods of financial and statistical record keeping.
- Policies, rules and regulations related to assigned activities.

Ability to:

- Collaborate with volunteers in various service areas, integrating their services with established activities. Explain and market the volunteer program to the community while maintaining confidentiality of volunteer information within policy requirements. Train, lead, coordinate, and monitor volunteers' day-to-day activities.
- Assist with public information, marketing support, and public relations.
- Assist in development of the activity brochure production and process.
- Prepare and distribute District communications.
- Assist with website and social media platforms.
- Participate in community outreach efforts.
- Demonstrate proficiency with Microsoft Word, Access, PowerPoint and Excel, or comparable office software programs.
- Prioritize work assignments, meet deadlines, and work effectively under pressure and with frequent interruptions; perform work with speed and accuracy.
- Work independently in accordance with established policies and procedures.
- Understand and carry out written and oral instructions.
- Communicate effectively, orally and in writing, with a wide range of people; demonstrate proficiency in using correct grammar, spelling and punctuation.
- Prepare financial summaries and reports.
- Effectively and efficiently select and use technology in support of office functions; develop and create documents/materials using various software applications.
- Maintain logs, records and filing systems.
- Use English effectively to communicate in person, over the telephone, and in writing.

Licenses and Certifications:

- Completion of American Red Cross First Aid, CPR, and AED training within six months of hire and maintain certification throughout employment.

PHYSICAL DEMANDS

Must possess: mobility to perform medium physical work; vision to read printed materials and a computer screen, and to operate a vehicle to transport materials and equipment to various sites and offices; hearing and speech to communicate in person and over the telephone or radio. The classification supports indoor and outdoor recreation programs requiring frequent walking, running, conducting exercises, and related physical activities. Finger dexterity is needed to access, enter, and retrieve data using a computer keyboard, calculator, or tools and equipment used in assigned program area. Program activities may require sitting, standing, walking on level and slippery surfaces, reaching, twisting, turning, kneeling, bending, stooping, squatting, crouching, grasping, and making repetitive hand movement in the performance of



Livermore Area
Recreation and Park District
An independent special district

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daily duties; the ability to lift, carry, and push tools, equipment, and supplies weighing up to 40 pounds, or higher weights with assistance and/or the use of proper equipment.

ENVIRONMENTAL ELEMENTS

Incumbents work in both indoor and outdoor environments with moderate to loud noise levels. May work in controlled temperature conditions, cold and hot temperatures, or inclement weather conditions. Incumbents will interact with individuals in interpreting and enforcing rules, policies, and procedures.

WORKING CONDITIONS

Incumbents may be assigned an irregular work schedule, including weekends, early mornings, evenings, and holidays.

PRE-EMPLOYMENT CONDITIONS

- Department of Justice fingerprint clearance.
- TB Test

CLASSIFICATION DETAILS/HISTORY

Job Code: PT230

FLSA Status: Non-Exempt

Supersedes: Updated on 6/29/23