



JOB DESCRIPTION

Community Engagement Specialist City of Fridley, Minnesota

Date:	October 23, 2018		
Position Title:	Community Engagement Specialist		
Department/Division:	Community Services and Employee Resources		
Grade:	3	Salary Range:	\$22.64 to \$28.89 per hour
FLSA Status:	Hourly		
Position Reports And Is Accountable To:	Director of Community Services and Employee Resources		

ORGANIZATIONAL MISSION:

In 2014, the Fridley City Council adopted the following organizational mission: “We believe in a Fridley that is a safe, vibrant, friendly and stable home for families and businesses.” In addition, City staff committed to the vision by focusing on the core values of being responsive, driven and friendly.

POSITION OBJECTIVE:

Working under the general guidance of the Director of Community Services and Employee Resources, this position works closely with Marketing & Communications, Springbrook Nature Center and Recreation divisions to bring skills in creative community engagement to build multi-faceted relationships with neighborhoods, community groups, businesses, and agencies through a variety of media sources, including social media, special events, volunteerism and programming.

ESSENTIAL JOB FUNCTIONS:

1. Develop, promote, coordinate and implement community events, Springbrook Nature Center and recreation events, and citywide engagement activities and campaigns.
2. Establish and maintain a centralized database and/or network of volunteers, including specialized skills, interests, recognition, service hours, and achievements.
3. Develop and implement effective recruitment strategies that include re-engaging prior event volunteers as well as outreach to new volunteers and community groups.
4. Provide clear and consistent communication prior to and at community and private events, including working with volunteers to determine appropriate positions, confirm placement, provide event details, duties, and expectations, and determine opportunities for engagement in other city events.
5. Assist in promoting the city’s vision, goals, activities and image to citizens, businesses, community organizations and community leaders.

6. Conduct ongoing evaluation of the programs, services, and events delivered by volunteers or community partnerships, and implement improvements as needed.
7. Work with city departments to brainstorm, recommend and assist in coordination, evaluation and promotions of community events, engagement opportunities, and creative approaches.
8. Assist in planning, coordinating and executing an annual special events program to celebrate the unique aspects of the communities they serve while delivering on the annual goals and outcomes related to events.
9. Develop, implement and analyze methods for citizen engagement and feedback.
10. Serve as a liaison between the city, employees and outside organizations and participate in meetings, events, and trainings, as needed.
11. Commute between various facilities, buildings and locations for meetings, events and activities within the city and occasionally throughout the metro area, as needed. It is required to provide reliable transportation and maintain a good driving record.
12. Research, pursue and comply with reporting requirements to establish funding alternatives, sponsorships, grants and revenue streams for engagement activities and events.

OTHER JOB FUNCTIONS:

1. Provide support and assistance in other City Manager and Administration functions, including citywide events, meetings, trainings, City Council and Commission activities, elections, community meetings as needed.
2. Other duties as assigned.

MINIMUM QUALIFICATIONS:

1. Four-year degree in recreation, public relations, journalism, communications, environmental education, or related field or a combination of two-year degree with required experience.
2. Two to three years' experience in planning and coordinating events, management of communications, media relations, marketing and promotions.
3. Project management experience and strong organizational skills.
4. Demonstrated ability to work and communicate effectively with people of diverse ethnic, economic, racial, and cultural backgrounds.
5. Excellent verbal and written communications.
6. Possess a valid driver's license with good driving history.
7. Ability to work flexible work hours that periodically include evenings and weekends.
8. Demonstrated experience in being creative and self-directed while performing collaboratively with a variety of different groups, levels and agencies.

9. Finalist will be required to successfully complete and pass a thorough criminal background investigation and reference check process along with a pre-placement drug test.

DESIRED QUALIFICATIONS:

1. Staff or volunteer development experience; ability to mediate, direct and enlist others' cooperation.
2. Previous experience as a volunteer.
3. Previous experience in overseeing projects, supervision, volunteer coordination, etc.
4. Experience in conducting training, event planning and project management.

NECESSARY KNOWLEDGE, SKILLS AND ABILITIES:

1. Knowledge of proper grammar, sentence structure, punctuation, and spelling.
2. Knowledge of Microsoft office suite, including Word, Excel, Outlook, PowerPoint, etc.
3. Ability to interact tactfully and positively with the general public, elected officials, businesses, outside agencies, media outlets and city staff.
4. Ability to communicate effectively verbally and in writing, including making presentations and performing trainings.
5. Ability to manage complex and detailed projects, schedules, timelines and deadlines.
6. Ability to work independently and prioritize work.
7. Ability to work collaboratively, cooperatively, and positively in a team environment.
8. Ability to handle, discern and maintain confidentiality and propriety information as required and in compliance with policies and directives.
9. Ability to provide excellent customer service, support and consultation to employees, other departments, staff, etc.

NOTICE:

The above job profile does not include all essential and nonessential duties of this job. All employees with disabilities are encouraged to contact the Employee Resources Division to review and discuss the essential and nonessential functions of the job. An employee with a disability can evaluate the job in greater detail to determine if she/he can safely perform the essential function of this job with or without reasonable accommodation. If you are disabled and need additional assistance in completing this application or you need assistance with the testing process, please call (763) 572-3507. The City's TDD number is (763) 572-3534.

WORK ENVIRONMENT:

The attached work environment characteristics are representative of those employee encounters while performing the essential functions of the Community Engagement Specialist. Reasonable accommodations may be made to enable a person with disabilities to perform the essential job functions.

WORK HOURS AND SCHEDULE:

This position is considered non-exempt, 32 hours per week. The typical work schedule will be between the normal city hall hours of Monday through Friday from 8:00 to 4:30 p.m., with some after-hours work expected, including occasional meetings, city events, or responding to requests.

COMPENSATION AND BENEFITS:

The compensation range for this position is \$22.64 to \$28.89 per hour, DOQ. Work schedule is 32 hours per week, Monday through Friday, with the ability to attend meetings and events after normal business hours. Benefits include a variety of options, paid entirely or in part for the employee by the city, including pro-rated annual leave (PTO) and holiday pay, life, health, and dental insurance; short-term disability; employee wellness program; as well as the employer's share of payments to workers' compensation, unemployment compensation, and Public Employees Retirement Association. Additional voluntary benefits include a flexible spending account program, supplemental life insurance for employee, spouse, and dependents, long-term disability, and special events/activities organized by the Employee Relations Committee.

APPLICATION PROCEDURE:

For application materials go to the city's website at: www.FridleyMN.gov and download an application. A cover letter and resume are also required to be submitted with the application. Contact the Employee Resources Division at City of Fridley or more information, 6431 University Avenue N.E., Fridley, MN 55432 - (763) 572-3504. Applications must be received no later 4:30 p.m. on November 12, 2018.

October 2018

The City of Fridley will not discriminate against or harass any employee or applicant for employment because of race, color, creed, religion, sex, national origin, marital status, status with regard to public assistance, disability, age, membership on a local human rights commission, or sexual orientation.

EEO/ADAA

Fridley Job Activity Requirements

Mental/Motor, Environmental, Physical Demands, and Hazardous Environment

Job Title: Community Engagement Specialist
Department/Division: Community Services and Employee Resources
Brief Description of the Job Performed: Work closely with Marketing & Communications, Springbrook Nature Center and Recreation divisions to bring skills in creative community engagement to build multi-faceted relationships with neighborhoods, community groups, businesses, and agencies through a variety of media sources, including social media, special events, volunteerism and programming.

Motor/Mental Ability	VI	O	F	C	Environmental	VI	O	F	C	Physical Demands	VI	O	F	C
Mathematics			X		Works with Others				X	Sitting				X
Reading				X	Works Alone			X		Standing		X		
Writing				X	Customer Contact			X		Walking		X		
Reasoning				X	Shift Work					Running	X			
Problem Solving				X	Extended Day		X			Lifting		X		
Attentiveness				X	Extreme Hot	X				Pushing/Pulling	X			
Work Supervision			X		Extreme Cold	X				Carrying		X		
Guidance Available			X		Extreme Noise	X				Bending at Waist		X		
Autonomy			X		Confined Area	X				Climbing	X			
Social Interaction			X		High Places	X				Repetitive hand motion				X
Supervising Other Employees			X		Work Indoors				X	Twisting upper Body	X			
					Work Outdoors		X			Reaching	X			
					Mechanical Hazards	X				Kneeling	X			
					Electrical Hazards	X				Driving		X		
					Explosive Material	X				Crouching	X			
					Chemicals (OSHA Def).	X				Crawling	X			
					Fumes	X				Use arm muscles over extended periods	X			
					Gases	X				Use leg muscles over extended periods	X			
					Other					Over shoulder height work	X			
					View computer monitor or CRT screen				X	Stationary desk, bench work with neck bent forward, sustained or prolonged static position (sitting or standing)				X
					Bloodborne pathogens	X				Use hand to finger dexterity to handle, feel, operate and/or manipulate objects, tools, controls, and computer keyboard equipment				X

Demand Codes:

Blank = Not Applicable or Not Present
 F = Frequent, 1/3 to 2/3 of time

VI = Very Infrequent, 1 to 2 times a week
 C = Constant, more than 2/3 of time

O = Occasional, up to 1/3 of time

The number of times the following weights are *lifted*.

Weights Lifted in pounds	Times per day	Objects Lifted	From what heights to what height in ft.
0 - 10	5 to 6	Occasionally will lift equipment, program supplies, office supplies and rented equipment.	0 to 5 feet
11 - 24	5 to 6		0 to 5 feet
25 - 34			
35 - 50			
51 - 74			
75 - 100			
100 - 150			

The number of times the following weights are *carried*.

Weights Carried in pounds	Times per day	Objects Carried	Distanced Carried in ft.
0 - 10	5 to 6	Occasionally will lift equipment, program supplies, office supplies, and rented equipment.	0 to 100 feet
11 - 24	5 to 6		0 to 100 feet
25 - 34			
35 - 50			
51 - 74			
75 - 100			
100 - 150			