



COMMUNITY COORDINATOR

Department: Administration FLSA Status: Non-Exempt Pay Grade: 6
Reports To: Assistant City Administrator
Approved Date: 5-17-2022

GENERAL STATEMENT OF THE POSITION

Under general supervision, the Community Coordinator serves as a resource and liaison for businesses, residents, and visitors by facilitating the development and achievement of problem solving including but not limited to building civic partnerships between City Departments, community businesses, residential neighborhoods, and visitors to the City. The Community Coordinator is responsible for ensuring a vibrant strategy of on-going community engagement and activity with all City stakeholders.

Specific Duties and Responsibilities

Essential Functions

- Assist in the coordination and support for engagement with the local retail community:
 - Visit all Sunset Valley business owners and get to know them and their challenges
 - Establish ongoing communications with retailers and invite them to participate in local promotions, events, and retail round tables
 - Work toward the unified promotion of Sunset Valley throughout the retail community (address corrections, use of hashtags, geo-tagging, use of official branded materials, etc.)
 - Present a future SV retail pitch deck to property managers and owners and discuss vision and future of SV retail with them.

- Assist facilitation of quarterly retail round table meetings with local retailers to keep them up to date and show them the next season's media plans/campaigns/materials and other upcoming opportunities
 - Assist Administration with a future annual Sunset Valley business event/summit—help identify potential new business targets, plan event, oversee agenda, confirm speakers, coordinate with venue
 - Keep an up-to-date database of current retailers and their contact information
 - Inform various parties (city staff, committees, department leads) of changes in the retail community and updating various marketing materials, store maps and directories accordingly
 - Work with leasing agents to identify event opportunities in vacant spaces and create a program to brand empty spaces using SV branded attributes and benefits
 - Work with Administration to consider improvements to façades, walkability, gathering spaces that align with overall SV goals
 - Work with leasing agents and property owners by presenting them with data, media reports and other pro-retail programs and insights gleaned from city funded campaigns, programs, etc.
- Develop and maintain a resident engagement strategy and implementation plan:
 - Seek to open dialogue, create communication networks, and build relationships with the community.
 - Create greater involvement and improved communication between the City and its constituency
 - Directs community engagement outreach efforts including but not limited to monthly newsletters, mailouts, website updates, iContact, and other communication methods.
 - Establish and maintain ways to directly engage residents.
- Creates and nurtures City connection to community stakeholders through regular interaction, relationship building and follow-through:
 - Assist the Assistant City Administrator with the planning, promotion, and implementation of City initiatives, programs, services, and events.
 - Assist the Assistant City Administrator with community and resident meetings.
 - Participates and helps coordinate community events.
 - Staff liaison to both the Community & Economic Development (CED) Committee and the Arts Commission, and other committees as needed.
 - Attends CED and Arts Commission meetings, assists the Chair with preparing Agendas and minutes

- Serve as the main Point of Contact (POC) to increase participation/volunteerism and support in the City's Initiatives:
 - Facilitate volunteer recruitment for City committees, boards, and commissions.
 - Facilitate volunteer opportunities for groups within the City such as Neighborhood Watch and Sunset Valley Nature Watch, as well as other organizations outside of the City to help with projects throughout the City.
 - Coordinate and train volunteers for events.
 - Participates in volunteer projects.
- Assists City Staff in finding resolutions for community or neighborhood problems.
 - Participates in developing options for resolutions of community or neighborhood problems.
 - Works with Administration and facilitates involvement of City staff in neighborhood and community building efforts.
 - Identifies City and other resources which can be used in problem solving resident, business, and visitor issues.
 - Assists and facilitates code enforcement throughout the City.
- Performs other duties as assigned, including receptionist and other administrative department duties.

Minimum Requirements

- Bachelor's degree in Public Relations, Communications, Marketing, or closely related field.
- Three years previous experience in community outreach, local government, corporate communications, or other related environment that includes public relations, communications, journalism, or marketing.
- Proficiency in Microsoft Office suite. Experience with Microsoft Publisher preferred.
- Valid Driver's License.

Physical Requirements:

The physical demands described here 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 functions.

While performing the duties of this job, the employee is regularly required to walk; sit and talk or hear. The employee is frequently required to stand. The employee is regularly required to reach with hands and arms; stoop, kneel, crouch, or crawl and taste or smell. The employee must frequently lift and/or move up to 25 pounds and occasionally lift and/or move up to 75 pounds. Specific vision abilities required by this job include close vision and color vision.

Interpersonal Communication:

Requires the ability to function and communicate with co-workers, representative from other agencies or the public both visually and verbally. Contacts usually involve discussion of an immediate and specific situation. Includes the ability to make decisions and makes choices between policies, rules, or procedures.

Language Ability:

Ability to read, analyze, and interpret general business periodicals, professional journals, technical procedures, or governmental regulations. Ability to write reports, business correspondence, and procedure manuals. Ability to effectively present information and respond to questions from groups of managers, clients, customers, and the public.

Mathematical Skills:

Ability to calculate figures and amounts such as proportions, percentages, area, circumference, and volume. Ability to apply concepts of basic algebra and geometry.

Reasoning Ability:

Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form.

Computer Skills:

To perform this job successfully, an individual should have knowledge of Internet software; and Word Processing software. Experience with publishing and graphic design software is preferred.

Work Environment:

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The noise level in the work environment is usually moderate, but can be noisy as the employee spends a significant amount of time outside the office working on job sites.