



City of Geneva

Community Engagement Coordinator

THIS IS AN EXCITING OPPORTUNITY TO WORK AND LIVE IN NEW YORK STATE'S BEAUTIFUL FINGER LAKES REGION. THE COMMUNITY ENGAGEMENT COORDINATOR IS CHARGED WITH ONE OF THE GREATEST OPPORTUNITIES TO REPRESENT THE CITY OF GENEVA.

SUMMARY OF POSITION

We are seeking a skilled communications and/or community engagement professional to collaborate with various internal and external partners, ensuring that residents and visitors of Geneva are well-informed and are able to fully utilize City services.

As the primary communicator, the successful candidate will undertake a range of professional tasks to guarantee access to community services for Geneva's residents and visitors. Responsibilities include technical analysis, creating public materials, organizing workshops on citywide matters, supporting grant development and more.

The Coordinator will collaborate with all city departments and report directly to the Department of Planning and Economic Development and the City Manager's Office.



The following city values will be reflected through the work and personality of the Community Engagement Coordinator

SAFETY

Creates safe spaces and clear communications for engagement by staff and community members.

INNOVATION

Continually grows and learns from a variety of places and spaces to create programming and services that go beyond what has been done before.

CARING & RESPECT

Takes in the differences and similarities of all communities in Geneva to develop communications, programs, services and more that support all who live or stay here.

INTEGRITY & HONOR

An approachable leader who listens to all types of feedback, is willing to be held accountable, act, accepts responsibility and learns from mistakes.

SERVICE & STEWARDSHIP

A visionary leader who will develop and implement a strategic focus for communications and community engagement while serving the greater community.

RESPONSIBILITIES AND TASKS

- Establishing and fostering collaborative partnerships with a variety of individuals and organizations to recognize trends, create programs, and tackle community issues.
- Assisting in overseeing community and economic development projects, which includes preparing grant and loan applications.
- Implementing top practices for engaging with the public.
- Creating, managing, and supervising public engagement strategies for the City's initiatives, projects, programs, and services.
- Evaluating, measuring, analyzing, and documenting community engagement activities, their effectiveness, and results.
- Disseminating information to the community through different print and electronic media, as well as through meetings, workshops, and conferences about community events, programs, services, and public updates.
- Establishing, maintaining, and updating various forms of the agency's social media and website.
- Compiling and delivering reports to community and neighborhood groups.
- Representing the City of Geneva, participating in meetings, and interacting with public agencies, community organizations, and key stakeholders to advance the City's initiatives, share community information, programs, and services, support resident decision-making, advocate for enhanced community involvement, and gain a comprehensive understanding of community issues.
- Providing direct aid to residents requiring assistance in accessing and utilizing agency and/or community services, including offering bilingual services for residents and the agency's departments.

- Offering technical support and training on topics such as intercultural communication, community issue resolution, public engagement methods, and best practices, and other areas that boost positive community relationships and encourage inclusivity.
- Preparing and managing program budgets and/or grants.

TO APPLY

All materials must be submitted by 12pm on Monday, July 15, 2024 through the Ontario County Application Portal at:

<https://ontario-portal.mycivilservice.com/jobopps>

Please attach to your county application the following - cover letter, resume and 3-5 references, including at least one current and one previous employer.

NOTE: This is a Civil Service title and is classified as "Competitive." Appointment will be made on a provisional basis, with permanent appointment following successful qualification in a Civil Service Examination which will be scheduled at a later date.

SALARY

The salary range for this position is \$63,000 - \$70,000.



COMMUNITY ENGAGEMENT COORDINATOR

MINIMUM QUALIFICATIONS: Either:

1. Possession of a Bachelor's Degree, or higher, in Marketing, Communications, Journalism, Public Relations, Public Administration, Business Administration, Urban Planning, Political Science, Behavioral science, Social Work or closely related field, AND three (3) years full-time experience, or its part-time equivalent, in managing or administering community outreach marketing, community investment and/or public relations in a public or private organization; OR
2. Possession of an Associate's Degree AND five (5) years full-time experience as described in (1) above.

SPECIAL NOTE: EDUCATION: Your degree must have been awarded by a college or university accredited by a regional, national, or specialized agency recognized as an accrediting agency by the U.S. Department of Education/U.S. Secretary of Education. If your degree was awarded by an educational institution outside the United States and its territories, you must provide independent verification of equivalency. A list of acceptable companies who provide this service can be found on the Internet at <http://www.cs.ny.gov/jobseeker/degrees.cfm>. You must pay the required evaluation fee.

DISTINGUISHING FEATURES OF THE CLASS: The incumbent performs a variety of professional duties to ensure the agency's residents have access to community services and resources, facilitates communication, promotes awareness and understanding of the agency's planning and decision-making processes, addresses issues, improves relations and identifies opportunities for improvement in the delivery of services by the agency. The incumbent, also, works with existing businesses, public and private organizations, and other community group/organizations to identify assistance and funding sources for agency-wide community engagement and resources. Work is performed under the general supervision of the Appointing Authority and/or the Department Head with leeway allowed for the use of independent judgement. Does related work as required.

TYPICAL WORK ACTIVITIES: (Illustrative only)

Establishes and maintains collaborative partnerships with a diverse people and organizations to include community groups, non-profits, non-governmental agencies, faith communities, businesses, schools, service providers, etc. to identify trends, develop programs and address issues in the community;

Assists in the administration of community and economic development projects including but not limited to the preparation of grant and loan applications to various federal, state, and local agencies and the administration of related programs;

Implements public engagement best practices;

Develops, manages, and oversees public engagement strategies for the agency's initiatives, projects, programs, and services;

Reviews, measures, analyzes, and documents community engagement activity, effectiveness, and outcomes;

Distributes information to the community, through various printed and electronic media, meetings, workshops, and conferences regarding community events, programs, services, and public information;

Creates, maintains, and updates various forms of agency's social media and the agency's website;

Maintains a database of community contacts, their email addresses, phone numbers or other appropriate contact information;

Responds to and documents issues, concerns, and requests for information from community members;

Prepares and delivers presentations and reports to community and neighborhood groups;

Represents the agency and attends and addresses various public agencies, community groups, and other key stakeholders to promote the agency's initiatives, share community information, programs, and services, encourage and support resident decision making, advocate for increased community participation, and to have an accurate understanding of the community and it's concerns;

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COMMUNITY ENGAGEMENT COORDINATOR

TYPICAL WORK ACTIVITIES: (Continued)

Participates in agency-wide initiatives to build company culture;
Provides direct assistance to residents who need help in accessing and using agency and/or community services including provision of and access to bilingual services for residents and the agency's departments;
Provides technical assistance and training regarding items such as inter-cultural communication, community problem-solving, public engagement methods and best practices, and other areas that enhance positive community relations and promote inclusion;
Prepares and administers program budgets and/or grants.

FULL PERFORMANCE KNOWLEDGE, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS:

Thorough knowledge of the agency's mission, initiatives, procedures, policies, and goals; thorough knowledge of the techniques of effective public speaking; thorough knowledge of the proper methods of the presentation and distribution of information; good knowledge of the principals and practices of community relations; good knowledge of social media platforms; ability to establish and maintain effective working relationships with a wide variety of people; ability to operate a personal computer and utilize a variety of software programs including those related to community engagement and Microsoft Office Suite; ability to work with and serve a diverse local community in a courteous, tactful, and effective manner; ability to work with a team or group; ability to collect, organize, analyze, interpret, and report data and information; ability to communicate effectively both orally and in writing; good judgement; initiative; physical condition commensurate with the demands of the position.

APPROVED: 4/18/24

CIVIL SERVICE CLASSIFICATION: COMPETITIVE

ONTARIO COUNTY DEPARTMENT OF HUMAN RESOURCES