Public Outreach Coordinator

# DEFINITION

The Public Outreach Coordinator, under the direction of the District’s Regulatory and Public Affairs Director, engages in outreach that promotes knowledge of mosquitoes, mosquito control, and mosquito related public health issues in Alameda County. The Public Outreach Coordinator will utilize various and creative methods to inform and educate the public, evaluate the impact of outreach and education programs, record requests for service from the public, and participate in other mosquito control activities as assigned.

# DISTINGUISHING CHARACTERISTICS

This class is distinguished from all other technical and professional classifications at the District through its specialized responsibilities in the areas of education, public outreach, and program evaluation. The Public Outreach Coordinator performs the full range of tasks and duties necessary to expand and promote the District’s public outreach and education program.

# SUPERVISION RECEIVED AND EXERCISED

The Regulatory and Public Affairs Director provides immediate and general supervision, which may be supplemented by the Information and Technology Director or the General Manager.

**Accountability**

The employee is accountable to the Regulatory and Public Affairs Director to ensure that education and public outreach programs are effective and carried out in accordance with District policies, California Health and Safety Code Standards, and Federal laws. Assignments may be specific or general with only desired results being specified. Recommendations on improvements to District activities is expected.

The employee is responsible for complying with all District safety requirements and practices.

# Examples of important and ESSENTIAL Duties

Essential functions may include, but are not limited to the following:

* Interact with community members via the District’s phone, email, text, and website systems;
* Record service requests from the public;
* Maintain and produce content for District web sites and social media;
* Assist with developing age-, grade-, and standards-appropriate educational curriculum;
* Drive a District vehicle to sites throughout Alameda County;
* Coordinate and/or work at public events which occasionally occur on the weekend;
* Follow District safety procedures and other regulatory requirements when using District equipment;
* Develop strategies, plans, and innovative programs and services that maintain and enhance community relations such as providing presentations to various clubs, organizations, schools, and city and county agencies;
* Evaluate District programs, public outreach methods and materials using analytical software such as Microsoft Power BI, Microsoft Excel, Tableau, and ArcGIS;
* Maintain a database for analyzing the educational and outreach activities
* Prepare reports that record daily activities;
* Attendance and punctuality that is observant of scheduled hours on a regular basis; and
* Other duties as assigned.

# EMPLOYMENT STANDARDS

**Knowledge**

* Effective methods used in preparing and presenting facts, and communicating information to the public and media;
* Principles of public health;
* K-12 educational curriculum development;
* Computer software applications used for word processing, presenting, web page development, data visualization, and graphic design; and
* Experience with methods for analyzing and visualizing data.

**Skills**

* Prioritize multiple tasks using planning, organizational, and time management skills;
* Communicate effectively and clearly in English both orally and in writing, make presentations, keep detailed records, and prepare written reports;
* Interact effectively with District staff and representatives of public and private agencies;
* Use of mapping software for navigation while driving; and
* Operate standard business computer hardware, mobile devices, and related software applications.

**Abilities**

* Highly organized, motivated, and able to work independently in a collaborative team-oriented setting;
* Develop timelines and meet deadlines;
* Be flexible and able to change projects or priorities on a regular basis;
* Apply deductive reasoning, strategic and analytical thinking skills to draw conclusions, make decisions, and solve problems;
* Perform standard data processing using computer software;
* Establish and maintain effective working relationships with those contacted in the course of work;
* Communicate with the public in a tactful, courteous, and professional manner; and
* Operate a motor vehicle and other specialized types of transport associated with mosquito control in a safe and legal manner.

# JOB RELATED AND ESSENTIAL QUALIFICATIONS

**Education/Training and Experience Guidelines**

Any combination equivalent to experience and training that would likely provide the required knowledge and abilities would be qualifying. A typical way to obtain the knowledge and abilities would be:

**Experience, Education, and Training**

A bachelor’s degree from an accredited college or university with major course work in communications, journalism, marketing, education, public relations, business, or related field is required.

**License or Certificate**

The ability to obtain and maintain a valid California Driver’s license issues by the State Department of Motor Vehicles and must be insurable under the guidelines set forth by the District’s insurance carrier.

Possession of or ability to obtain and maintain Vector Control Technician Certification from the California Department of Public Health within one year of employment for:

* Mosquito Control Technician Certificate (Category A and B)
* Terrestrial invertebrate control specialty (Category C)
* Vertebrate vector control specialty (Category D)

# WORKING CONDITIONS/PHYSICAL REQUIREMENTS

Essentially the employee's working hours are spent in an office, education or outreach setting, and driving between locations. Work generally involves a high degree siting and extended exposure to computer screens. There may be some light to moderate physical work in the handling of supplies, files, computer equipment, etc.

Essential duties require the following physical abilities and work environment:

Requires adequate vision (which may be corrected) to read, write, perform fine technical computer work, and safely operate in the conditions listed below. Requires adequate hearing (which may be corrected) to hear alarms, horns, use of telephones, and radios; be without physical limitations that would prevent driving a District vehicle and to set up classroom presentations. Perform simple gripping, grasping and fine manipulation; in addition, perform repetitive keystrokes on a computer keyboard. Use a telephone and communicate through written and electronic means.

**Working Conditions**

* Work is performed indoors in a carpeted and air-conditioned office environment with natural and fluorescent lighting and moderate noise level. Work is frequently disrupted by the need to respond to in-person and telephone inquiries.
* Medium Work – Incumbent performs work, which involves frequent use of a keyboard while seated and viewing a computer monitor, lifting, pushing and/or pulling of objects of approximately 25 pounds. Heavier lifting is an infrequent aspect of this position.
* Mobility – Incumbent must have complete and normal mobility of arms to reach and dexterity of hands to grasp and manipulate small objects.
* Other Conditions – Incumbent may be exposed to and handle toxic and hazardous substances for mosquito control; be available on call for evening and weekend emergencies, as assigned; travel within and out of the county; work, when necessary, in inclement weather including sun, cold, and rain.

Adopted Date: May 13, 2020

Revised:

Retitled:

FLSA Designation: Non-Exempt

Unit: ACMAD Employee Association