

Job Title: Community Outreach Specialist  
Organization: Avon Lake Regional Water  
Immediate Supervisor: Chief Utilities Executive  
Positions Supervised: 0  
FLSA Status: Non-Exempt  
Bargaining Unit: N/A  
Civil Service Status: Exempt

### **GENERAL RESPONSIBILITIES:**

Under the direction of the Chief Utilities Executive, responsible for undertaking/managing all outreach efforts to inform and support our customers/ stakeholders in relation to our projects and mission, developing organization's brand image, establishing and updating the plans to maintain the image, and assuring all communications and aspects of the organization support the image.

### **GENERAL QUALIFICATIONS:**

1. Outstanding oral and written skills
2. Strong technical proficiency with and knowledge of social media
3. Demonstrated experience with more traditional forms of print outreach
4. Experienced interactions with the news media
5. Proven experience developing and/or managing a brand
6. Ability to develop materials for outreach events and to attend them outside of normal business hours
7. BS/BA (Master's preferred) in public relations, marketing, journalism, or similar

## SPECIFIC DUTIES

Under the overall supervision of the CUE shall perform a variety of specialized and routine tasks including but not limited to:

- \* Develops organization's brand image and associated supporting documents/guidelines.
- \* Creates specific outreach efforts for upcoming and on-going projects/topics of interest.
- \* Develops and updates prepared and adaptable communications plans for specific situations such as boil alerts and severe weather events.
- \* Prepares newsletters, press releases, speeches/talking points, displays, and other information for public consumption.
- \* Conducts training as necessary to assure that all staff support/reflect brand image.
- \* Regularly reviews and updates documents/guidelines to improve and solidify how the organization is viewed by customers and stakeholders.
- \* Develops, undertakes, and manages outreach plan and efforts.
- \* Develops, conducts, and improves school program to help teach the water cycle, conservation, and other important water topics.
- \* Identifies and conducts/manages outreach and community engagement opportunities.
- \* Develops and maintains relationship with media promoting interest and enrichment stories and general background.
- \* Keeps CUE informed regarding community/stakeholder needs/opinions.
- \* Maintain good customer service practices and procedures.
- \* Perform additional functions/tasks as needed.

Essential functions are noted by an "\*\*".

## REQUIRED KNOWLEDGE, SKILLS AND ABILITIES

*The job description does not constitute an employment agreement between the employer and the employee and is subject to change by the employer as the needs of the employer and the requirements of the job change.*

1. Employs classical and evolving customer interaction tools/methods.
2. Develops and maintains strong relationships with staff, customers, and stakeholders.
3. Keeps accurate and complete records.
4. Communicates effectively, both orally and in writing.
5. Follows oral or written instructions, procedures and supervisory direction.
6. Works independently or in a group.
7. Manages multiple projects of varying size and complexity and prioritize accordingly.
8. Performs all outreach efforts as required.

*The physical/mental demands described here are representative of the position to successfully perform the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

1. Normal physical activity.
2. Office environment and occasional site locations.
3. Work independently or in a team environment.
4. Work accurately and calmly under pressure.
5. Must work outside of normal business hours as needed.