



CITY OF ORINDA EDUCATION AND OUTREACH COORDINATOR (MEASURE R PROGRAMS)

DEFINITION

Under direction, performs professional level public education, outreach, and marketing activities involving the coordination and dissemination of information to the public and media; performs administrative and analytical support duties for an assigned department and/or division; oversees assigned programs and administrative processes; conducts special projects; and provides highly technical and responsible assistance to assigned department and/or programs.

DISTINGUISHING CHARACTERISTICS

This is the journey level in the single level professional Education and Outreach Coordinator class. Incumbents are expected to perform the full range of duties as assigned, working independently and exercising judgment and initiative. Positions at this level receive only occasional instruction or assistance as new or unusual situations arise, and are fully aware of the operating procedures and policies of the work unit. This is an exempt position with some evening and weekend work required,

SUPERVISION EXERCISED

May exercise technical and functional supervision over lower-level staff.

EXAMPLES OF IMPORTANT AND ESSENTIAL DUTIES

Oversee assigned programs and perform administrative support functions in relation to assigned Measure R programs.

Establish and nurture relationships with key stakeholders inside and outside of the City (i.e., Moraga Orinda Fire District, Firewise, CERT, leaders in other communities who can share best practices) to ensure that Orinda's fire prevention and emergency preparedness plans, programs and activities and implementation efforts consistently reflect state of the art practices.

Educate the community regarding the Fire Code, the Firewise USA program; and community wildfire management practices.

Create a measurable, community-based outreach and education strategy and budget to deliver on City goals and to drive awareness of and participation in Measure R funded programs; ensures that key elements of the City's planned marketing and outreach efforts are assessed and implemented.

Develop a stakeholder network representing key demographics in Orinda, volunteer organizations and other involved agencies to leverage outreach and provide needed content and materials.

Lead outreach and education efforts including outreach to key stakeholder groups, tabling, signage, events (virtual and in-person), digital and print outreach; and lead effort to push needed communications out through City and other channels.

Collaborate with the Moraga Orinda Fire District (MOFD), Firewise and other key organizations to create a "one-stop shop" for all wildfire-related information, ideally on the City of Orinda website.

Develop outreach materials and identify / leverage best-in-class content and materials that have been created by others. Design, write, edit and produce public information material such as display advertising, brochures, flyers, direct mail materials, newsletters, bulletin boards, information kiosks and videos; develop and design content for website and social media channels.

Coordinate and share relevant outreach materials pertaining to Firewise USA, Cal Fire and City of Orinda programs and incentives.

Collaborate with stakeholders to significantly increase chipper usage.

Report regularly on goals and attainment of objectives.

Prepares public information including newsletters, press releases, and social media utilizing common platforms (i.e, Constant Contact, Hootsuite, Canva)

Participate in the preparation and administration of assigned operating and capital budget(s); maintain and monitor appropriate budgeting controls.

Conduct surveys and perform research and statistical analyses on administrative, fiscal, personnel, and operational problems or issues; monitor legislation and analyze proposed legislation.

Participate in special projects or grant research related to Measure R programs including budget analysis, preparation, and feasibility analyses.

Coordinate activities and special events, including preparedness training and exercise events, with other City departments, the public and outside agencies; attend meetings as representative for assigned department.

Assist in contract negotiations; monitor compliance with applicable contractual agreements.

OTHER JOB RELATED DUTIES

Perform related duties and responsibilities as assigned.

JOB RELATED AND ESSENTIAL QUALIFICATIONS

Knowledge of:

Principles, best practices and modern techniques of community education, outreach, marketing, and public affairs, including usage of computer and social media programs commonly used.

Broad knowledge regarding community wildfire threats, preparation, emergency planning, response and resilience.

Municipal programs including fire prevention, emergency preparedness, capital project implementation (roads and stormwater), purchasing, finance, budgeting, and other related municipal government programs.

Research and reporting methods, techniques, and procedures.

Modern office procedures, methods, and computer software and hardware including management information systems and office automation.

English usage, spelling, vocabulary, grammar, and punctuation.

Safe driving principles and practices.

Skill to:

Operate and use modern office equipment including computers and applicable software.

Operate a motor vehicle safely.

Ability to:

Learn to interpret the policies, procedures, laws, codes, and regulations pertaining to assigned programs and functions.

Effectively represent the City with community groups, external agencies, business and professional organizations

Communicate technical information including complex rules, regulations, legislation, and law in a manner that is appropriate for the intended audience.

Learn and understand the organization and operation of the assigned department and of outside agencies as necessary to assume assigned responsibilities.

Perform administrative work involving the use of independent judgment and personal initiative.

Research, analyze, and evaluate programs, policies, and procedures.

Prepare clear and concise correspondence, reports, education and outreach materials on a variety of programmatic and administrative issues.

Proofread and detect errors in typing, spelling, grammar, and punctuation. Prepare and present reports in tabular, graphic, and narrative forms.

Plan and organize work to meet schedules and deadlines.

Communicate clearly and concisely, both orally and in writing.

Establish, maintain, and foster positive and harmonious working relationships with those contacted in the course of work.

Minimum Qualifications:

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

Experience:

Three years of experience of professional experience in public communication, public relations or a related field within a local government environment preferred, together with experience and knowledge in fire prevention, emergency preparedness, or a related area, AND

Training:

Bachelor's degree from an accredited college or university with major course work in journalism, communications, public relations, marketing or a related field, AND

License or Certificate:

Possession of, or ability to obtain, a valid California driver's license.

Special Requirements:

Essential duties require the following physical skills and work environment:

Ability to work in a standard office environment; ability to travel to different sites and locations including outdoor field sites as required to complete project duties and tasks.

Incumbents in this class must be able to work evenings and weekends.

Employee Group: Unrepresented
FLSA Status: Exempt
Approved: July 19, 2022