



# Housing Authority of the City of Reno

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## COMMUNITY OUTREACH COORDINATOR

Department: Executive  
Reports to: Executive Director  
Exempt/Grade: Non-Exempt / 8

### DEFINITION

Under general supervision, the Community Outreach Coordinator performs a wide variety of duties related to the implementation, monitoring, and dissemination of Agency information, and educates the public on RHA's mission, programs and current projects. Participate in community meetings.

### EXAMPLES OF IMPORTANT & ESSENTIAL DUTIES

- Serve as the public relations liaison with the media, public and other government agencies.
- Represent RHA and serves as primary communicator at a variety of functions, meetings and serves as the Agency contact for media interviews and press conferences.
- Prepare and publish correspondence, media releases, speeches, newsletters, informational brochures, and draft public service announcements.
- Update and maintain Agency social media sites and website.
- Respond to requests, inquiries and complex complaints from elected officials, government agencies and the public.
- Recommend and assist in the implementation of agency goals and objectives; establish schedules and methods for providing public relations services; implement policies and procedures.
- Conducts presentations to elected officials.
- Conducts presentations to government and community agencies.
- Plan, organize, coordinate and provide information regarding agency services.
- Monitor compliance with laws, rules and regulations related to provision of public communication services.
- Participate in professional organizations relating to the agency goals and mission.
- Keep abreast of new developments in the field of public communications.
- Create effective visual and oral presentations.
- Interview employees, department heads, elected officials and citizens to develop articles and media information.
- Promote activities designed to open avenues of communication, promote public understanding, and gain support for RHA's activities and objectives.
- Responsible for media training for staff.
- Support intergovernmental relationships between multiple agencies and community associations.
- Participate and attend local meetings with partnering community agencies.
- Establish new contacts and partnerships to assist in furthering the RHA mission.
- Performs related work as required.

### EMPLOYMENT STANDARDS

#### 1. MINIMUM EDUCATION AND EXPERIENCE

- Bachelor's degree from an accredited college or university with major course work in marketing, public relations, communications, journalism, public administration or a related field.
- Three years of increasingly responsible experience in public communications, community relations, media coverage or a related field, and/or any combination of education and experience that would likely provide the required knowledge, skills and abilities.

## **2. REQUIRED KNOWLEDGE, SKILLS & ABILITIES**

- Knowledge of services and activities of a public relations or communications program, speech writing and delivery.
- Ability to respond effectively to questions from the media, State and local officials and the public.
- Ability to perform responsible professional work in a high-profile position dealing with topics under intense public and media scrutiny and respond rapidly and appropriately as needed.
- Ability to develop and implement internal policies and controls relating to the agency's public information guidelines.
- Ability to write, edit and format a wide variety of correspondence.
- Ability to interpret and explain Agency policies and procedures.
- Ability to interpret and explain Federal Regulations.
- Knowledge of principles and practices of copy writing, editing, video production, news gathering and journalism.
- Ability to foster good public/media relations and provide staff with guidelines when addressing the media and/or the public.
- Techniques and practices of organizing and coordinating programs, activities, and special events.
- Ability to establish and maintain positive and cooperative working relationships with media representatives and elected local and State officials, and co-workers.
- Ability to establish and maintain a positive and cooperative working relationship with Agency staff and Board of Commissioners.
- Communicate tactfully and effectively in English in both written and verbal form.
- Knowledge of English usage, spelling, grammar and punctuation.
- Knowledge of office procedures and methods and the ability to utilize computer equipment and software.
- Knowledge of crisis communications best practices, ability to exercise good judgement and personal initiative, and retain presence of mind during emergency situations.

## **3. ADDITIONAL REQUIREMENTS**

- Ability to work in a typical office setting and operate standard office equipment, including computers, printers, telephones, copiers, and calculators.
- Must be able to lift and/or carry objects and/or materials up to 25 lbs.
- Ability to travel to different sites and locations as required to perform job requirements or obtain agency-directed training.
- Possession of a valid driver's Nevada license with a good driving record.