



Housing Authority of the City of Reno

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.