

To perform this job successfully, an individual must be able to perform the essential job functions satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform the primary job functions herein described. Since every duty associated with this position may not be described herein, employees may be required to perform duties not specifically spelled out in the job description, but which may be reasonably considered to be incidental in the performing of their duties just as though they were actually written out in this job description.

Community Engagement Manager

Department: Administration

Pay Grade: 513

FLSA Status: Exempt

Job Code: A130

JOB SUMMARY

The purpose of this position is to provide strategies for creating and implementing a long-term community engagement plan that includes consistent and effective communication, engagement, and participation in local government and community building. This position will create and implement systems to engage community members in local government. Work requires the exercise of independent judgment and is performed with considerable independence. This position will ensure a consistent approach to engagement that will support effective outreach and civic education throughout the organization through the thoughtful integration of engagement practices into City activities and programs.

The work is performed in a variety of settings including offices, community meetings, businesses, and classrooms. Frequent independent travel throughout the city is required. The Community Engagement Manager will play an integral role in ensuring the City of Roswell's commitment to engaging with its residents, businesses, and all other stakeholders using appropriate, effective, and responsive engagement practices.

ESSENTIAL JOB FUNCTIONS

- Oversees and coordinates the City of Roswell's social media channels and the City's Community Calendar, Roswell365.
- Works collaboratively with the Community Relations Director to create a Community Engagement Policy for the City of Roswell.
- Oversees and administers the City's CORE Community Program.

- Assists in planning and overseeing the City's Town Halls/Public Input Meetings (outside of regularly scheduled public meetings)
- Analyzes data to help inform departments on needs for community engagement around specific goals and services.
- Creates and coordinates the City of Roswell Speakers' Bureau.
- Oversees and creates Public Outreach Presentations.
- Serves as Roswell's Schools Liaison.
- Serves as Business Community Communications Designee (ex. creation of communications that need to be shared with local businesses, liaising with Roswell Inc. to support/share promotions of events such as Roswell Restaurant Week, etc.)
- Manages Civic Education/Public Education Campaigns (providing public information regarding essential/fundamental aspects of local government not otherwise covered by specific department Community Relations Coordinators)
- Provides guidance and consultation to leadership to ensure sound Community Engagement practices throughout project planning and implementation.
- Builds community partnerships/collaborations/relationships.
- Creates and oversees community surveys.
- Builds awareness/relationships among staff/residents.
- Serves as a member of the City of Roswell's Emergency Operations Center Team.
- Maintains records and prepares reports.
- Communicates effectively, both orally and in writing.
- Presents information to the public through presentations.
- Works as a team player and desires to be part of an organization that values, service, people, integrity, responsibility, innovation and teamwork.
- Performs other related duties as required.

MINIMUM QUALIFICATIONS

Education and Experience:

Requires a Bachelor's Degree in Communications, Marketing, Public Administration, or closely related field; supplemented by five (5) years previous experience that includes progressively responsible public information management, public relations, media relations, marketing, communications, Internet technology, public speaking, management, employee supervision, and desktop publishing (preferably to include experience in a local government environment); or any equivalent combination of education, training, and experience which provides the requisite knowledge, skills, and abilities for this job.

Licenses or Certifications:

- Possess and maintain a valid Georgia Driver's License with a satisfactory motor vehicle record (MVR).

Special Requirements:

- None

Knowledge, Skills and Abilities:

- Knowledge of communication principles and practices.
- Knowledge of the philosophy, theory, and principles of public administration as it pertains to local government.
- Knowledge of management principles, supervisory practices, and municipal budgeting procedures.
- Knowledge of various media outlets and their effectiveness in communicating to the public.
- Knowledge of and proficiency in computer applications, such as desktop publishing, graphics design, and the Internet.
- Ability to effectively lead, motivate, and evaluate assigned staff; must be able to write, develop, prepare, and edit effective communication and promotional materials; and must be able to develop and deliver effective public presentations.
- Ability to synthesize, hypothesize, and/or theorize concerning data involving modification of existing policies, strategies and/or methods to meet unique or unusual conditions; and the ability to do so within the context of existing organizational theories and management principles.
- Ability to function in a managerial capacity for a division or organizational unit. Includes the ability to make decisions on procedural and technical levels.
- Ability to operate, maneuver and/or control the actions of equipment, machinery, tools, and/or materials used in performing essential functions.
- Ability to utilize consulting and advisory data and information, as well as reference, descriptive and/or design data and information as applicable.
- Ability to perform addition, subtraction, multiplication, and division; the ability to calculate decimals and percentages; the ability to utilize principles of fractions; and the ability to interpret graphs.
- Ability to apply principles of logical or synthesis functions; to deal with several concrete and abstract variables; and to analyze major problems that require complex planning for interrelated activities that can span one or several work units.
- Ability to exercise judgment, decisiveness and creativity in situations involving broader aspects of organizational programs and operations, moderately unstable situations, or the direction, control and planning of an entire program or set of programs.

PHYSICAL DEMANDS

The work is sedentary to light which requires the ability to exert light physical effort, but which may involve some lifting, carrying, pushing and/or pulling of objects and materials of light weight (5-10 pounds). Tasks may involve extended periods of time at a keyboard or work station. Tasks also require the ability to perceive and discriminate colors or shades of colors, sounds, and visual cues or signals. Some tasks require the ability to communicate orally.

WORK ENVIRONMENT

Work is regularly performed without exposure to adverse environmental conditions.

The City has the right to revise this job description at any time. This description does not represent in any way a contract of employment.

The City of Roswell, Georgia commits to a policy of equal employment opportunity for applicants and employees, complying with local, state and federal laws. The City's policy is to employ qualified persons without discrimination regarding race, creed, color, religion, age, sex, country of national origin, marital status, disability, sexual orientation, gender identity, genetic information, political affiliation, ethnicity, or status in any other group protected by federal/state/local law.