

OUTREACH COORDINATOR

DISTINGUISHING FEATURES OF THE CLASS: The incumbent is responsible for the for the implementation, direction, supervision and evaluation of department outreach efforts, including but not limited to social media, media, special events, volunteering and sponsorship. The incumbent is directly responsible to the Deputy Commissioner and Commissioner of the Department of Recreation.

TYPICAL WORK ACTIVITIES: (Illustrative Only)

- Identifies, develops and carries out an annual marketing and media plan designed to inform residents of programs, services and facilities available to enhance participation;
- Represents the Department on outreach committees, community agency boards and councils, and establishes cooperative programming with other agencies and human service organizations;
- Oversees the Department sponsorship and advertising sales programs, including grants and Requests For Proposals (RFPs);
- Develops volunteer resource base for special events;
- Performs related work as required.

FULL PERFORMANCE KNOWLEDGE, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS:

- Good knowledge of the philosophy and objectives of the Department of Recreation;
- Good knowledge of personal computers and office equipment;
- Customer relations skills;
- Ability to communicate effectively both orally and in writing;
- Ability to motivate and work with others;
- Ability to understand oral and written directions;
- Ability to maintain orderly files and to prepare summary reports;
- Ability to deal effectively with the public;
- Ability to read and write;
- Ability to communicate effectively with people of various ages and abilities;
- Physical condition commensurate with the demands of the position.

MINIMUM QUALIFICATIONS:

- (A) Graduation from a regionally accredited or New York State registered college or university or one accredited by the New York State Board of Regents to grant degrees with an Bachelor's Degree in Sociology, Marketing, Business Administration, Communications or a related field and two (2) years of paid, full-time experience in communications, recreation or a related field; **OR**

- (B) Graduation from a regionally accredited or New York State registered college or one accredited by the New York State Board of Regents to grant degrees with an Associate's Degree in Sociology, Marketing, Business Administration, Communications or a related field and four (4) years of paid, full-time experience in communications, recreation or a related field; **OR**
- (C) Any equivalent combination of training and experience as defined by the limits of (A) and (B) above.