

City of Grass Valley  
JOB DESCRIPTION



Adopted:  
Revised:

**Community and Outreach Coordinator**

**Department: City Administration**

**FLSA Status: Non-Exempt**

**Reports To: City Manager or Designee**

**Part-time (960 hours Annually)**

**SUMMARY OF JOB PURPOSE** *Class specifications are intended to present a descriptive list of the range of duties performed by employees in the class. Specifications are **not** intended to reflect all duties performed within the job.*

Under the direction of the City Manager or designee, performs a variety of communications, marketing, community outreach, public information, and administrative support duties. The Communications and Outreach Coordinator develops and distributes public information, manages the City's social media platforms and website content, creates graphic design materials, assists with community events, and supports public engagement efforts.

The position serves as a liaison between the City and the community by helping ensure public information is timely, accessible, accurate, and engaging.

**DISTINGUISHING CHARACTERISTICS**

The Communications and Outreach Coordinator performs communications, public information, community outreach, and event coordination functions. The position manages the City's social media platforms, website content, digital communications, and public engagement efforts while supporting citywide branding and outreach initiatives.

The Coordinator works collaboratively with all City departments to promote programs, services, events, and public safety messaging. The position assists with community engagement activities, public information campaigns, graphic design projects, and special events that support the City Council's vision and strategic goals.

Additionally, this position serves as the administrative liaison for the City's code compliance software system, providing high-level oversight of the platform, coordinating with software vendors, assisting departments with system-related needs, monitoring system utilization, and helping ensure the software remains effective in supporting code compliance operations. Day-to-day code enforcement activities, investigations, and case management remain the responsibility of designated department staff.

The position may provide occasional coverage and operational support for the City's Customer Service Associates at the public counter during planned absences, vacancies, training periods, or

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other staffing needs, provided adequate advance notice is given and such assignments do not significantly interfere with the position's primary communications and outreach responsibilities.

**SUPERVISION RECEIVED AND EXERCISED**

Receives administrative direction from the City Manager or designee. Exercises direct and indirect supervision over departments, divisions, management, professional, technical and office support personnel.

**ESSENTIAL FUNCTIONS** *The following duties are typical for this classification. Incumbents may not perform all of the listed duties and/or may be required to perform additional or different duties from those set forth below to address business needs and changing business practices.*

**1. Communications and Public Information**

- 1.1. Assist in developing and implementing communication strategies to inform the public about City programs, services, projects, and events.
- 1.2. Manage and update City social media platforms, website content, and digital newsletters.
- 1.3. Create and publish content including press releases, social media posts, flyers, graphics, videos, and promotional materials.
- 1.4. Monitor public inquiries received through digital communication platforms and coordinate responses with appropriate departments.
- 1.5. Assist City departments in communicating public safety information, community announcements, and emergency notifications.
- 1.6. Maintain consistency in City branding, messaging, and visual identity.

**2. Graphic Design and Marketing**

- 2.1. Design marketing materials, brochures, flyers, banners, presentations, and other public information materials.
- 2.2. Create graphics and visual content to support City initiatives, programs, and events.
- 2.3. Assist with the development of reports, presentations, and informational materials for City Council and public meetings.

**3. Community Engagement and Events**

- 3.1. Assist with planning, promoting, and coordinating community events and public engagement activities.
- 3.2. Collaborate with community organizations, businesses, schools, and nonprofit groups to promote participation in City programs.
- 3.3. Attend community meetings, events, and public functions as assigned.
- 3.4. Assist with seasonal decoration and beautification initiatives that support community identity and engagement.
- 3.5. Conduct community surveys and gather public feedback to assist in evaluating programs and

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services.

**4. Administrative Support**

- 4.1. Maintain communication calendars and outreach schedules.
- 4.2. Track engagement metrics and prepare reports related to communication and outreach activities.
- 4.3. Assist with grant-related outreach materials and public engagement requirements.
- 4.4. Provide customer service assistance to residents and visitors regarding City programs and services.
- 4.5. Perform related duties as assigned.

**5. Code Compliance Software Oversight**

- 5.1. Serve as the administrative liaison for the City's code compliance software platform.
- 5.2. Coordinate with software vendors regarding system maintenance, upgrades, user access, and support needs.
- 5.3. Monitor overall utilization of the code compliance software and identify opportunities for process improvements.
- 5.4. Assist departments with software-related questions, training coordination, and implementation of system enhancements.
- 5.5. Prepare basic reports and metrics from the system as requested by management.
- 5.6. Assist with software procurement, implementation, and ongoing administration as assigned.

**6. Customer Service Counter Support**

- 6.1. Provide front counter customer service support during planned staff absences, vacancies, training periods, or other operational needs with reasonable advance notice.
- 6.2. Assist residents, contractors, developers, and visitors with general inquiries, utility billing questions, permit intake, payments, and routing requests to appropriate departments.
- 6.3. Support continuity of front counter operations by maintaining familiarity with customer service procedures, software systems, and departmental processes.

**KNOWLEDGE, SKILLS AND ABILITIES:** *The following generally describes the knowledge and ability required to enter the job and/or be learned within a short period of time in order to successfully perform the assigned duties.*

**Knowledge of:**

1. Principles and practices of public information, community engagement, and public relations.
2. Social media management, website administration, and digital communications.
3. Graphic design principles and software including Adobe Creative Suite, Canva, or similar programs.
4. Event planning, coordination, and promotion.
5. Branding, marketing, and public messaging principles.
6. Customer service practices and techniques.

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7. Modern office procedures, methods, and computer applications.
8. Basic principles of code compliance software administration and reporting.
9. Software implementation, vendor coordination, and user support practices.

**Ability to:**

1. Communicate effectively both orally and in writing.
2. Create clear, engaging, and professional content for a variety of audiences.
3. Manage multiple projects and deadlines effectively.
4. Develop and maintain positive working relationships with community members, stakeholders, staff, and partner organizations.
5. Design engaging and visually appealing digital and print materials.
6. Organize and execute community events and outreach activities.
7. Collect, analyze, and summarize information and prepare reports.
8. Work independently with minimal supervision.
9. Adapt to changing priorities and operational needs.
10. Work occasional evenings and weekends for community events and meetings.
11. Use computer technology and software applications effectively.
12. Coordinate software-related projects across multiple departments.
13. Work effectively with software vendors and internal users.
14. Generate and interpret basic system reports and metrics.
15. Learn and perform essential front counter customer service functions when operational needs require temporary staffing support.
16. Provide professional and courteous customer service to residents, businesses, contractors, and visitors.
17. Accurately process transactions, receive applications, answer routine inquiries, and direct customers to appropriate City departments.
18. Exercise sound judgment, tact, initiative, and professionalism in dealing with the public and staff.

**Minimum Qualifications:**

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

1. Associate's degree or Bachelor's degree in Communications, Marketing, Public Relations, Graphic Design, Public Administration, or a related field; and
2. Two (2) years of experience in communications, public information, marketing, community outreach, event coordination, or related work.

**Desirable Qualifications**

1. Experience with website content management systems and social media platforms.
2. Experience using graphic design software such as Adobe Creative Suite or Canva.
3. Experience coordinating community events or public outreach programs.

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4. Experience with municipal code compliance software systems, permitting software, CRM platforms, or similar government technology systems.

**GENERAL QUALIFICATIONS**

**License Requirements**

A valid California Class C driver license or higher is required at the time of appointment. Individuals who do not meet this requirement due to a disability will be reviewed on a case-by- case basis.

**Physical Requirements**

Incumbents appointed to this class must have the mobility to work in a standard office or field environment, use standard office equipment and attend off-site meetings; intermittently operate a motor vehicle on surface streets with occasional exposure to weather conditions, and construction and traffic hazards; mobility to traverse uneven terrain, periodically standing, stooping, bending, climbing and kneeling to perform fieldwork; intermittently sit at desk for long periods of time; lift light to moderately heavy weights; vision to read handwritten and printed materials and a computer screen; hearing and speech to communicate in person and by telephone; manual dexterity to operate small equipment, tools and standard office equipment and supplies, and to manipulate both single sheets of paper and large document holders (binders, manuals, etc.).

**Working Conditions**

Employees work in an office environment with moderate noise levels, controlled temperature conditions and no direct exposure to hazardous physical substances, and in the field and are occasionally exposed to loud noise levels, cold and hot temperatures, inclement weather conditions, road hazards, substantial heights, vibration, confined workspaces, chemicals, mechanical and/or electrical hazards, and hazardous physical substances and fumes. Employees may interact with upset staff and/or public and private representatives, and contractors in interpreting and enforcing departmental policies and procedures. The incumbent may be required to work evenings, weekends and holidays, and participate in after-hours on-call assignments.

**GENERAL**

The City reserves the right to revise or change classification duties and responsibilities as the need arises. This description does not constitute a written or implied contract of employment.

I have read and understand the contents of this job description, and I have received a copy of this job description for my records.

Print Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_