

City of Grass Valley
JOB DESCRIPTION



Community Engagement Specialist

Department: City Administration

FLSA Status: Exempt

Reports To: City Manager or Designee

Unit: 1, Full-time Employee

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.*

This position requires a combination of strategic communication skills, creative design ability, event coordination expertise, and administrative oversight. The Community Engagement Specialist serves as a liaison between the City and the community, ensuring that public information is accessible, accurate, and engaging. The role also involves working across departments to support citywide initiatives and enhance community participation in municipal programs and events.

DISTINGUISHING CHARACTERISTICS

Under the direction of the City Manager or designee, this position is responsible for managing the City's social media, website, and digital communications, coordinating public events, overseeing city décor efforts, and developing graphic design materials to support city branding and outreach. Additionally, this role supervises the Pop-Up Events Coordinator, ensuring the successful execution of city-sponsored events and activities.

The Specialist will work closely with all city departments, including the Fire Department and Police Department, to facilitate clear communication and community outreach. This position also plays a key role in analyzing program activities, ensuring compliance with relevant laws, improving customer service with vendors, and assisting in grant applications and contract management. Furthermore, this role supports the implementation of the City Council's vision through creative and engaging public engagement strategies.

Additionally, this position serves as the administrator for City code compliance, responsible for obtaining and managing compliance software, overseeing staff usage of the software, and ensuring proper follow-up on code enforcement matters.

This position is designated as management for Labor Relations purposes and is considered exempt under the Fair Labor Standards Act (FLSA).

SUPERVISION RECEIVED AND EXERCISED

Receives administrative direction from the City Manager or designee. Exercises direct and indirect

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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. Develop and implement communication strategies to effectively inform the public about city initiatives, programs, and services.
2. Manage and update the City's social media platforms, website, and digital newsletters.
3. Create engaging content, including press releases, social media posts, graphics, and videos.
4. Monitor public inquiries on digital platforms and ensure timely, accurate responses.
5. Work with the Fire and Police Departments to communicate public safety messages and emergency updates.
6. Design marketing materials, infographics, event flyers, and other visual content to support city initiatives.
7. Ensure consistency in branding and messaging across all city communications.
8. Develop creative visuals for city programs, signage, and promotional materials.
9. Assist in designing presentations and reports that support the City Council's vision and priorities.
10. Plan and coordinate city events, public meetings, and community engagement initiatives.
11. Supervise the Pop-Up Events Coordinator, providing guidance and ensuring event success.
12. Collaborate with local businesses, nonprofits, and community organizations to enhance event participation and sponsorship opportunities.
13. Attend community meetings and represent the City at public functions.
14. Oversee seasonal and event-related decorations throughout the City, ensuring aesthetic appeal and alignment with city branding.
15. Coordinate with public works and local artists for beautification projects and public art displays.
16. Analyze program activities and develop corrective actions in conjunction with City management staff to improve effectiveness and efficiency.
17. Review applications for accuracy and compliance with pertinent laws, regulations, and city policies.
18. Work directly with City vendors to manage customer issues, improve customer service, and enhance service delivery.
19. Assist with contract management, ensuring compliance with city policies and performance expectations.
20. Assist in grant application preparation and submission, supporting city funding efforts for projects and initiatives.

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21. Work directly with the Fire and Police Departments to disseminate public safety information and coordinate emergency communication efforts.
22. Partner with other city departments to promote programs, services, and initiatives.
23. Assist in developing materials and engagement strategies that reflect and support the City Council's vision for the community.
24. Conduct community surveys and feedback initiatives to help guide decision-making and ensure alignment with resident needs.
25. Assist front counter staff with customer inquiries, transactions and general support.
26. Serve as the administrator for City code compliance software, ensuring its proper implementation and use.
27. Research, obtain, and manage code compliance software solutions.
28. Oversee staff usage of the compliance software, ensuring accurate documentation and reporting.
29. Follow up on code enforcement matters to ensure timely and effective resolution.
30. Work with relevant departments to improve efficiency and compliance 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 effective communication, public relations, and media engagement.
2. Social media management, website content administration, and digital marketing strategies.
3. Graphic design principles and tools such as Adobe Creative Suite and Canva.
4. Event planning, coordination, and execution.
5. Principles of branding, visual identity, and public messaging.
6. Practices of budget preparation and administration.
7. Methods used in customer service and office administration.

Ability to:

1. Independently perform a full range of varied complex, sensitive, highly responsible, and confidential office administrative, advanced clerical, and routine programmatic support functions of a general or specialized nature in support of assigned programs, division, and/or department with only occasional instruction or assistance.
2. Effectively manage multiple projects and deadlines.
3. Develop and maintain positive working relationships with community members, stakeholders, and colleagues.
4. Write and edit clear, compelling, and professional communication materials.

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5. Design engaging and visually appealing digital and print content.
6. Organize and execute community events, ensuring alignment with city goals.
7. Analyze program effectiveness and recommend improvements.
8. Adapt to changing priorities and remaining flexible in a dynamic work environment.
9. Work occasional evenings and weekends for events and public meetings.
10. Use tact, initiative, prudence, and independent judgment within general policy, procedural and legal guidelines.
11. Use computer technology and applications in the performance of daily activities.
12. Meet the physical requirements to safely and effectively perform assigned duties.
13. Organize, implement, and supervise departmental goals and City objectives.
14. Interpret and apply policies, laws, and regulations.
15. Prepare complex reports and documents.
16. Analyze problems, identify solutions, and implement recommendations.
17. Effectively negotiate solutions and contracts.
18. Plan, organize, direct, and supervise the work of staff.
19. Make presentations and represent the City in public forums.
20. Use computer programs effectively and communicate clearly.
21. Ability to step in and fulfill key responsibilities of the City's Front Counter 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. Bachelor's degree in Communications, Public Relations, Marketing, Graphic Design, Public Administration, or a related field (or equivalent experience).
2. Experience in social media management, public relations, event coordination, or community outreach.
3. Strong writing, editing, and verbal communication skills.
4. Proficiency in social media platforms, website content management, and graphic design tools.
5. Experience in event planning, décor coordination, and vendor management.
6. Experience in code compliance administration, including software implementation and oversight, is preferred.
7. Experience in grant application preparation and contract management is preferred.

GENERAL QUALIFICATIONS

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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: _____

Adopted:

Revised: