

City of San José
Council Community Relations Aide (PT/FT) (7672)
Council Community Relations Representative (PT/FT) (7674)
Council Community Relations Coordinator (PT/FT) (7676)
Council Community Relations Director (PT/FT) (7678)

DEPARTMENT	ACCOUNTABLE TO	FLSA STATUS
Mayor/Council	Varies	<i>EXEMPT</i>

CLASS SUMMARY

Positions in these classifications are designed to serve as community relations representatives in direct support of an elected official. These positions are responsible for a variety of functions and activities in active engagement with community members, organizations, and businesses on behalf of the official and may have frequent contact with constituents, other elected officials and their staffs, City staff and others. Typical duties include event planning and scheduling; scheduling and supporting community meetings and events; community outreach; responding to calls and inquiries from residents, businesses, and community based organizations; preparing public service announcements and other written communications; and other duties as required.

DISTINGUISHING CHARACTERISTICS

Incumbents in these positions may be appointed part-time or full-time, and benefited or unbenefitted. Positions are appointed “at-will” with no property rights to continued employment. Each appointment to this classification is for a specified period to be determined by the Mayor or Councilmember and does not extend past the end of the appointing elected official’s term.

This is a four level flexibly-staffed series. The series is designed to encompass positions with a wide range of skills and experience. Distinctions between levels within this series are at the discretion of the appointing authority and may be based upon a number of factors including, but not limited to: the overall scope of the incumbent’s job duties and responsibilities; the criticality of their assignment(s); level of complexity of delegated issues and authority; role in the decision-making process including community and organizational impacts; and the nature and number of staff and functions supervised by an incumbent.

QUALIFICATIONS

Minimum Qualifications

The minimum qualification requirements include any combination of training, education, and experience that provides the knowledge, skills, and abilities to advise and support the Mayor or Councilmember on matters of constituent services; public policy; community outreach and engagement; and communications.

Aide: Typically requires high school diploma, GED or equivalent and one or more years of public or customer service, public relations, communications or recreation programming experience.

Representative: Typically requires completion of two years (60 semester or 90 quarter units) of college work and two or more years of public or customer service, public relations, communications or recreation programming experience.

Advisor: Typically requires a Bachelors degree or equivalent and two or more years of public or customer service, public relations, communications or recreation programming experience.

Director: Typically requires a Bachelors degree in public administration, business administration, journalism, public relations or related field and five or more years of public or customer service, public relations, communications or recreation programming experience. Experience working for an elected official at the federal, state, or local level or as a public or private sector manager is highly

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desirable. A Masters degree in public or business administration; or a degree in a technical field related to a municipal function is highly desirable.

Required Licensing (such as driver's license, certifications, etc.)

Possession of a valid California driver's license is required.

Other Qualifications

(Incumbents may be required to have different combinations of the listed qualifications, or more specific job-related qualifications depending on the position.)

Basic Knowledge, Skills and Abilities

(Needed at entry into the job in order to perform the essential duties.)

- Knowledge of federal, state, and local rules and regulations pertaining to municipal operations
- Ability to effectively communicate with the media and members of the public through a variety of letters, memoranda and reports; prepare agendas and meeting summaries; ability to obtain information from and convey information to the public
- Ability to develop and maintain harmonious and effective working relationships with a wide range of individuals, neighborhood, business, and community organizations, as well as City staff, members of Boards and Commissions and other constituencies.
- Ability to provide administrative support to an elected official including scheduling and coordinating appointments, meetings, and events for the Mayor and Councilmembers.
- Ability to plan, manage, and evaluate community relations methods and events
- Ability to collaborate with representatives of other elected officials, public and community-based agencies; and City staff regarding policy analysis and development; consideration of policy and program options; or other matters affecting public services
- Ability to plan, manage, coordinate, and collaborate to successfully produce special events, public meetings

Desirable Qualifications

(Knowledge, skills and abilities; licenses, certificates, education, experience that is more position specific and/or likely to contribute to more successful job performance.)

- Bilingual skills: oral and written proficiency with languages such as Spanish, Vietnamese, Cambodian, Korean, Chinese (Cantonese and/or Mandarin), Tagalog, or other languages as determined by the hiring authority.
- Ability to exercise sound judgment in developing, analyzing, and evaluating various programs and services
- Ability to collaborate with community based organizations regarding the preparation and management of grants, programs, special events, and community outreach efforts;
- Ability to manage programs, activities, and projects within the scope and authority of the elected official regarding community relations methods, programs, and events.

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- Ability to draft routine to complex correspondence, memoranda, and reports which articulate the elected official's proposals and position on matters before the City Council and other governmental bodies.
- Proficiency with conducting public meetings and events on behalf of the elected official and/or prepare summaries of public and private meetings; reports, memoranda and other documents for review by senior staff and the elected official
- Ability to serve as support staff in community engagement efforts with neighborhood, district or city-wide business or community groups or associations and other interested parties in the regarding community concerns, issues, and priorities.
- Ability to produce public information including media releases and relations and to use social media sources including web site development and management to effectively engage the community and constituents with the elected official's policies, positions, and goals.
- Ability to effectively engage with other elected and appointed officials (boards and commissions, other governmental representatives and staff) regarding programs and services for mutual constituencies.
- Proficiency in web design and the use of various software programs including Adobe Acrobat, Adobe Photoshop, In-design; Dreamweaver, and other applications; the incumbent should also be proficient in graphic design.
- Specialized knowledge, skills, abilities, education, experience, or licensure requirements may be established for individual positions.

DUTY NO.	TYPICAL CLASS ESSENTIAL DUTIES: (These duties and estimated frequency are a representative sample; position assignments may vary depending on the business needs of the department.) Duties may include, but are not limited to, the following:	FRE-QUENCY*
1.	Provides administrative support to an elected official (screening calls and mail; scheduling meetings and events, etc.).	Continuous
2.	Responds to a variety of constituent inquiries and complaints; coordinates with City staff, staff in other governmental agencies, etc. regarding complex issues.	Continuous
3.	Plans and/or participates in community engagement efforts with district or city-wide neighborhood, business or community groups or associations and other interested parties in the evaluation and development of alternative programs, policies, and solutions to community concerns, issues, and priorities.	Continuous
4.	Produces and/or supervises the production of communication functions including media releases and relations and social media sources including web site development and management.	Frequent
5.	Develops, administers, and interprets surveys; focus groups; and other methods to obtain information to gauge and understand public opinion regarding public policy issues and matters pending before a legislative body.	Frequent
6.	Develops, plans, and leads staff and volunteer functions providing constituent outreach meetings and special events.	Frequent

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7.	Acts as a liaison representing the elected official at neighborhood or community meetings; meetings of boards, commissions, or other governmental bodies on behalf of the elected official.	Occasional
8.	May provide training and supervision of subordinate staff and volunteers.	As Required
9.	May provide human resources management or supervision (recruitment, selection, training, supervision, and evaluation of subordinate staff and volunteers	As Required
10.	Performs other duties of a similar nature or level.	As Required

*Frequency defined as %, (totaling 100%) *or* “Continuous” (daily or approximately 20%+), “Frequent”(weekly or approximately 15%+), “Occasional”(monthly or approximately 10%+), “As Required”(Intermittent or 5% or less)

CLASSIFICATION HISTORY <i>Created 6/11; 7672s000</i>
