

Regional Engagement Specialist

General Statement of Duties

The Regional Engagement Specialist develops outreach materials and strategies that will increase exposure, broaden programmatic reach, and deepen the impact of Kerr-Tar COG's programs within the region.

Distinguishing Features of the Class

An employee in this class with general supervision, from the Executive Director and department administrators, performs varied and skilled communication duties. Work includes planning, writing, and editing a wide variety of documents and materials to inform and educate internal and external stakeholders. Work involves preparing newsletters, social media post, reports, brochures, presentations, success stories, fliers, and similar materials. Work requires knowledge of outreach methods and computer design applications.

Illustrative Examples of Work

Develops and implements a comprehensive communications program, including developing systems and procedures and information systems as required for programs and administrative functions.

Writes, edits, layout and coordinate printing and distribution of a variety of communications such as newsletters, articles, reports, brochures, presentations, success stories, fliers, etc.

Manages website design and maintenance.

Manages social media presence.

Represents the organization at community events including job fairs, health fairs, and community engagement events.

Designs outreach items.

Coordinates special events and projects as assigned.

Property management functions, including inventory.

Performs other duties as assigned.

Recruitment and Selective Guidelines

Knowledge, Skills, and Abilities

Knowledge of local government structures and services, aging services, workforce development, and the Kerr-Tar COG.

Knowledge of issues germane to the region.

Strong writing, editing, proofreading, layout and design skills.

Competency in office technology, presentation software, and design software including, but not limited to, Microsoft Office Products, specifically Publisher, Adobe Creative Cloud, and Constant Contact.

Strong written and oral communication skills.

Considerable knowledge of the principles and practices of outreach and community engagement.

Knowledge and experience in managing social media and website design for a multi-departmental organization.

Ability to conceptualize the "big picture," develop strategies, and manage fine-grained details.

Ability to establish and maintain collaborative working relationship with internal and external stakeholders.

Ability to work productively and independently under tight time constraints.

Ability to coordinate multiple diverse projects simultaneously.

Ability to resolve problem situations and be resourceful in gathering and giving information.

Ability to handle confidential information.

Physical Requirements

Position should possess the ability to perform reaching, standing, fingering, talking, and hearing.

Position should possess the ability to perform light work exerting up to 20 pounds of force occasionally and/or 10 pounds of force frequently.

Position should possess the close virtual acuity to prepare and analyze data and figures; view a computer terminal and excessive reading.

Desirable Education and Experience

Bachelor's degree in communications, public administration, or related field or a combination of education and experience required. Prefer experience in a governmental setting. Possession of a valid driver's license required.