

## COMMUNITY ENGAGEMENT COORDINATOR

Division: Administration  
Supervisor: Fire Chief  
Supervision: Supervises Personnel as Assigned  
Civil Service: Exempt  
Wage Scale: Community Engagement Coordinator (Non-Represented Employee)

GENERAL STATEMENT OF DUTIES: This role enhances connectivity between the District and the community by increasing public knowledge through direct community engagement, social media, web pages, newsletters, and personal contact. It involves professional-level community affairs and public relations work to promote awareness and involvement in District programs. The position organizes, participates in, and represents the District at various events and public meetings. Responsibilities include coordinating community events, managing public education, information, and engagement, as well as coordinating Non-Response Volunteers. Performs additional duties as assigned.

DISTINGUISHING FEATURES OF THE CLASS: The Community Engagement Coordinator reports directly to the Fire Chief. This role promotes District initiatives, safety, and program information, as well as current events, through various internal and external multimedia and direct communications. Responsibilities include identifying and coordinating proactive outreach for District initiatives and programs, effectively responding to community residents, engaging in open dialogue, and collaborating on solutions. Developing and delivering the District's Community Risk Reduction goals and providing suggestions on related District policies and guidelines.

EXAMPLES OF ESSENTIAL FUNCTIONS: The individual in this position will be responsible for executing the primary responsibilities outlined below. Please note that these responsibilities are not exhaustive and may include additional tasks as required.

1. **PUBLIC RELATIONS:** Prepares and delivers messages, presentations, and educational content to various public stakeholders, including written materials, in-person events, and online media. Answers questions from the public. Provides input to planning for short- and long-term public relations and community interaction goals. Responsible for carrying out strategic initiatives.
2. **EVENT COORDINATION:** Plans, coordinates, and hosts community and public education events, including in-person and virtual events, such as fire station open houses, safety training, and other requested topics. Maintains a calendar of community and public education events and processes requests for event participation from the community. Event coordination may include online or in-person event support, logistical coordination, registration, food, room and facility setup and takedown, and providing materials. Identifies and solicits District staff resources appropriate for assigned community events (e.g., line crews, volunteers, and/or Community Risk Reduction staff.). Completes formal event action plans as needed.
3. **EVENT AND INSTRUCTION RESPONSIBILITIES:** Serves as the primary representative for community events, festivals, programs, and fairs and participates on the Community Risk Reduction Team. Provides information and instruction, both formally and informally, to event attendees. Involves speaking, presenting, teaching, and answering questions to small and large audiences on various District-related topics.
4. **DISTRICT REPRESENTATION:** Represents the District on assigned committees and community groups to promote the District's programs related to community involvement and educational events. Participates as a member of the District's Community Risk Reduction team. Coordinates or supports special events that promote District programs and services. Attends various meetings,

including those of the Fire District Board, City Council, neighborhood associations, and other events as determined by the Fire Chief. Conducts community resident outreach visits to improve resident safety and share access to local community services. Engages in outreach initiatives focused on enhancing safety, education, and resource accessibility for community members. Assists in identifying and responding to sensitive community concerns.

5. **CONTENT AND MATERIAL DESIGN:** Designs and manages templates for informational and educational content provided by subject matter experts, including collateral materials and presentation support tools (e.g., presentation slides and speaking points). Customizes content for specific events, programs, campaigns, and updates as needed. Maintains and organizes on-site informational, educational, and promotional products, including coordinating with internal and external staff, stakeholders, and/or vendors to order products. Creates or contributes to creating District information and promotional materials, such as displays, brochures, flyers, and signage.
6. **PROGRAM EVALUATION:** Evaluates the effectiveness of events, programs, materials, and information to ensure continual improvement of District activities. Under supervision, may provide recommendations or make limited changes to activities and materials. Maintains records associated with community events, including data collection used to analyze the efficacy of community events and public education strategies.
7. **SOCIAL MEDIA:** Manages the Fire District's social media platforms. Utilizes digital marketing and social media expertise to expand the District's online presence. Implements and manages targeted marketing and communication efforts to increase awareness of the Fire District, promote community engagement, and enhance public education. Effectively utilizes current and emerging communication strategies to engage community members and employees, leveraging resources such as the District's Strategic Plan and Standards of Cover. Coordinates with community partners as necessary. Evaluates and analyzes the impact of outreach efforts and social media interactions. Develops content and graphics and performs layouts for the District's various media.
8. **NON-RESPONSE VOLUNTEERS:** Recruits, coordinates, and educates the District Non-Response volunteers, providing program oversight and using Non-Response volunteers as a resource to assist in carrying out the mission of the Community Engagement Coordinator.
9. **OTHER DUTIES:** Adheres to the Mission, Vision, and Values of the Keizer Fire District. Develops necessary reports, guidelines, and policies as directed by the Fire Chief. Prepares a written monthly activity report for the Fire District Board of Directors. Performs work assignments in a courteous, efficient, and helpful manner. Operates Fire District administrative vehicles safely and efficiently. Attends and participates in training to maintain required certifications. May receive assignments well outside of job description or normal chain of command during major emergencies or disasters. May infrequently be required to report/remain at work during major emergencies or disasters with little or no notice. Performs other duties as assigned.

#### MINIMUM POSITION REQUIREMENTS:

Valid Oregon Driver's License.

Successfully complete a background check.

A minimum of an associate degree is required. A bachelor's degree in education, public relations, or a related field is preferred.

Emergency Medical Responder (EMR) certification within 12 months of appointment.

Child Passenger Safety Technician within 12 months of appointment.

**DESIRED CERTIFICATIONS/EXPERIENCE:** A minimum of two years of experience with primary responsibilities demonstrating exceptional customer service. Experience in event coordination, communications, public outreach, instruction, and/or education is preferred.

Proficient in social media platforms and Microsoft Office.

Demonstrated ability to manage demands of multiple projects with varied timelines, personnel, and sensitivities.

Ability to effectively break down work into process steps, develop schedules and task/people assignments, and anticipate and adjust for unanticipated circumstances.

Ability to advance the Fire District's mission by clearly and concisely communicating a variety of topics, including the ability to express complex subjects in simple terms.

Ability to make decisions independently per established policies and use initiative and judgment in carrying out tasks and responsibilities.

Ability to navigate complex situations effectively, demonstrating sensitivity to how people and organizations operate. Requires attention to detail with an emphasis on accuracy.

Ability to instruct effectively, demonstrate skills, maintain classroom discipline, and stimulate interest.

Knowledge of and demonstrated skills in applying training methodologies and best practices, including those related to instructional delivery and current instructional technologies.

Ability to effectively represent District programs and services to community members, engage in open dialogue, and collaborate on solutions.

**PHYSICAL DEMANDS:** The physical demands described here represent those that an employee must meet to perform the job's essential functions successfully. Reasonable accommodations may be made to enable individuals with disabilities to perform these functions.

While performing the duties of this job, the employee is frequently required to stand, walk, use hands and fingers to handle and operate objects, tools, or controls, keyboard information, and reach with hands and arms. The employee is also occasionally required to sit, climb, balance, stoop, or kneel.

The employee must frequently lift and/or move objects weighing up to 20 pounds and occasionally lift and/or move objects weighing up to 50 pounds. Specific vision abilities required for this job include close vision, distance vision, peripheral vision, depth perception, color distinguishment, and the ability to adjust focus.

**WORK ENVIRONMENT:** The work environment characteristics described here represent those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform these functions.

While performing the duties of this job, the employee works in an office setting and in the field, fulfilling community engagement responsibilities. The employee occasionally works near moving mechanical parts. The noise level in the work environment is usually low to moderate. Work hours are normal office hours with occasional requirements for evening, early morning, or weekend assignments. Work involves interruptions and changing priorities or deadlines and requires an individual who can simultaneously keep multiple tasks moving to completion. While performing the duties of this job, the employee may occasionally work in outside weather conditions during Fire District events, school field days, or at community and neighborhood gatherings.