

## City of Fort Worth, Texas Job Description

<b>Classification Title</b>	Public Education Specialist		
<b>Job Code:</b>	TC5680	<b>Job Family:</b>	Technical/Para-Professional
<b>Pay Grade</b>	510	<b>Date Reviewed:</b>	04/01/16
<b>FLSA Status</b>	Nonexempt	<b>Date Revised:</b>	10/01/16

### GENERAL SUMMARY

Participates in the development, implementation and promotion of public education programs and/or services offered by an assigned department. Assists in coordinating and monitoring community involvement and support of assigned programs.

### ESSENTIAL DUTIES & RESPONSIBILITIES

*The intent of this job description is to provide a representative summary of the major duties and responsibilities performed by incumbents of this job. Incumbents may be requested to perform job-related tasks other than those specifically presented in this description.*

1. Assists in developing, monitoring and evaluating quality, responsiveness, efficiency and effectiveness of assigned public education programs, services, methods and procedures. Creates and maintains database for mailing and other distribution lists, as required.
2. Develops, promotes and coordinates specific activities within a public education program, as assigned. Prepares program marketing material, including press releases, newsletters, flyers, schedules of events, pamphlets and brochures; assists in managing media relations; oversees distribution of published material; and writes articles for publications.
3. Provides educational classes and programs for assigned department or programs, including development of schedules, program content and presentation material creation, as needed. Utilizes surveys and feedback forms to improve services and evaluate participants.
4. Develops materials, publications and campaigns to inform targeted audiences about assigned topics. Designs and edits brochures, newsletters, ads and related publications; and oversees printing and distribution.
5. Maintains records and develops reports and related correspondence concerning new or ongoing programs and services; maintains and files related reports, as required.
6. Represents the City at community meetings and civic organizations; and prepares and delivers presentations regarding assigned public education programs.
7. Assists in conducting surveys and research monitoring effectiveness of assigned public education programs.

8. Requisitions needed materials, supplies and facilities; and oversees meeting room policies, rental and maintenance.
9. Performs other related duties as required.
10. Adheres to assigned work schedule as outlined in the Department and City attendance policies and procedures; ensures all behaviors comply with the City's Personnel Rules and Regulations.

## **KNOWLEDGE, SKILLS & ABILITIES**

- **Knowledge of:**
  - Basic operations, services and activities of assigned public education program.
  - Principles and practices of community organizations and public and media relations.
  - Principles and practices related to assigned department.
  - Recent developments, current literature and information related to program management.
  - Marketing theories, principles and practices and their application to program promotion.
  - Current trends in social media.
  - Principles of internal and external communication.
  - Principles and practices of publication and news writing design and production.
  - Modern office equipment including computers.
  - Pertinent Federal, State and local laws, codes and safety regulations.
  - Health coaching, as assigned.
  - Retail operations and effective product merchandising, as assigned.
  - Historic architecture, as assigned.
- **Skill in:**
  - Organization and time management.
  - Facilitation.
  - Project management.
  - Customer service.
  - Interpersonal relations.
  - Research.
  - Critical thinking.
  - Problem solving.
  - Developing educational materials.
- **Ability to:**
  - Communicate clearly and effectively, both orally and in writing.
  - Assist in coordinating assigned departmental public education programs and services.
  - Coordinate external providers and internal volunteers.
  - Elicit community and organizational support for programs.
  - Promote program by implementing and designing marketing and promotional items.

- Analyze problems, identify alternative solutions, project consequences of proposed actions and implement recommendations in support of goals.
- Manage multiple projects.
- Interpret and explain City policies and procedures.
- Write, edit and produce various forms of informational materials.
- Oversee and manage a historical artifact collection, as assigned.
- Write, edit and produce various forms of informational materials in English and Spanish, as assigned.
- Establish and maintain effective working relationships.

## **MINIMUM JOB REQUIREMENTS**

Bachelor's degree from an accredited college or university with major course work in Business Administration, Education, Public Administration, Public Relations, Journalism, Communications, Social Sciences, Spanish, Marketing, Public Health, Emergency Management or a related field, depending on area of assignment and two years of increasingly responsible experience in education, communications, public relations or marketing, medical or emergency response/care, bilingual education or translation services, depending on area of assignment.

## **OTHER REQUIREMENTS**

Possession of, or ability to obtain, an appropriate, valid Texas driver's license.

Possession of, or ability to obtain bilingual or translation certification or endorsements, when assigned to the City Manager's office as Spanish Translator)

Licensed Paramedic preferred when assigned to the Bioterrorism Clinical Liaison position.

## **WORKING CONDITIONS**

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

Depending on assignment, positions in this class typically require touching, talking, hearing, seeing, grasping, standing, stooping, kneeling, crouching, reaching, walking, repetitive motions, climbing, balancing, pushing, pulling and lifting.

## **PHYSICAL DEMANDS**

*The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

Medium work – Depending on assignment, positions in this class typically exert up to 50 pounds of force occasionally, up to 20 pounds of force frequently, and/or up to 20 pounds of force constantly having to move objects.