

**MONTGOMERY COUNTY GOVERNMENT  
ROCKVILLE, MARYLAND  
CLASS SPECIFICATION**

**Code No. 000192  
Grade 28**

**COMMUNITY OUTREACH MANAGER**

**DEFINITION OF CLASS:**

This is senior level staff and professional administrative work directly supporting an appointed official by serving as a liaison between a major department and the community. This position is responsible for coordinating all community relations and outreach activities for a department providing direct services to the public. Contacts are with individuals and groups within and/or outside the organization, including elected and appointed officials, department managers, community, civic, and business leaders, advisory boards and committees, and representatives of other Federal and local governmental agencies. The purposes of these contacts are to advise, persuade, and present departmental policies and issues; to assess the need for and coordinate the delivery of departmental services; and to resolve significant community-oriented problems that are related to the department's programs and services. A significant portion of this work involves addressing the questions and concerns of public citizens, but does not require custodial one-to-one assistance on a recurring basis for a substantial amount of time.

An employee in this class manages and coordinates the department's community outreach activities including, but not limited to, developing policy for community outreach programs, and planning and implementing neighborhood renewal, community service, and community relations programs. The work includes identifying and communicating the community's needs and concerns to the department, and assessing, coordinating, and facilitating the delivery of departmental services to the community. The employee works under the administrative direction of the department head and is independently responsible for planning, designing and carrying out major community outreach programs, service delivery and coordination for the department. The employee operates under broadly stated guidelines such as public policies and program legislation which require extensive interpretation and considerable judgment for appropriate application. The complexity of the work is characterized by a wide range of activities involving new, unprecedented issues that require extensive analysis. These activities include defending policies, addressing politically sensitive topics, and negotiating services with business, civic, and environmental groups, each with their diverse, and often conflicting, perspectives and interests. The work involves isolating, analyzing, articulating, and resolving potential problems and unknown conditions such as the potential impact of major transportation and public works projects on a community's quality of life. A key element of the work of this class is developing publicly responsive and fiscally sound recommendations and solutions to high profile, politically sensitive issues and situations. The work is sedentary, performed in an office environment and poses no unusual hazards to the employee.

**EXAMPLES OF DUTIES: (Illustrative Only)**

- Manages and coordinates all community outreach activities for the department; serves as point of contact and liaison between the department and the community.
- Meets with community, business, and civic leaders to exchange information, identify community needs, facilitate service delivery, and achieve consensus among community representatives with divergent interests.

- Facilitates specific organized regional community groups on a regular on-going basis.
- Promotes communication with community leaders and organizations to improve and enhance delivery of public works and transportation services.
- Identifies, analyzes, and develops recommendations to problems and issues associated with departmental programs and community relations, and communicates issues/concerns to departmental management and community leaders.
- Advises the Department Director and other County Government officials on the status and impact of departmental policies, programs, and services and highlights potential problems/issues which should be addressed.
- Presents and defends departmental policies, programs, and services to community leaders and business groups.
- Coordinates functions with departmental management, regional Government service center directors, and other senior County Government staff to effect timely delivery of services and/or responses to citizen requests or inquiries.
- Works with departmental management and other County Government staff to exchange information, develop initiatives, and resolve problems associated with departmental programs having community impact.
- Represents Department Director before community, business, civic, and public interest groups, and on interagency/intergovernmental task forces concerning department related programs and issues.
- Develops annual report on departmental programs and assesses data for program efficiency.
- Assists communities and other agencies in planning and implementing special activities such as neighborhood clean-ups and celebrations, and coordinates neighborhood renewal programs and beautification projects.
- Coordinates intra-departmental training and customer service programs to improve the department's service delivery and internal performance.
- Manages community outreach budget.
- May supervise staff engaged in supporting community outreach activities.
- Performs other related duties as required.

**KNOWLEDGE, SKILLS AND ABILITIES:**

- Extensive knowledge of the principles and techniques of planning, formulating, analyzing, and implementing management and programmatic policies and strategies.
- Extensive knowledge of the program areas relating to the department or organization assigned.
- Skill in negotiating agreements, defending positions, and presenting information to public and private sector leaders.
- Skill in conducting or directing program evaluation/management studies and analyzing complex policy issues having public impact.
- Skill in developing consensus and team building.
- Ability to analyze community problems and develop sound and appropriate recommendations.
- Ability to effectively communicate.
- Ability to work independently and exercise tact and judgment in dealing with community groups.
- Ability to promote and maintain good working relationships with management staff and representatives of public and private organizations.
- Ability to attend meetings and or perform work at locations outside the office.

**MINIMUM QUALIFICATIONS:**

**Experience:** Extensive (seven (7) years) professional administrative experience in the area of public relations or program management in fields appropriate to the assigned department.

**Education:** Graduation from an accredited college or university with a Bachelor's Degree in Public or Business Administration, or related fields.

**Equivalency:** An equivalent combination of experience and education may be substituted.

**LICENSE:** None.

**PROBATIONARY PERIOD:**

Individuals appointed to a position in this class will be required to serve a probationary period of (12) twelve months and, if promoted to a position in this class, will be required to serve a probationary period of (6) six months. Performance will be carefully evaluated during the probationary period.

Continuation in this class will be contingent upon successful completion of the probationary period

**MEDICAL EXAM PROTOCOL:** Medical History Review.

**Class Established:** July, 1996 (M)

**Revised:** August, 2013

September, 2014