

**CITY OF LAUDERHILL
CLASS DESCRIPTION, 2020**

POSITION TITLE: COMMUNITY AND ECONOMIC OUTREACH AMBASSADOR

GENERAL DESCRIPTION OF DUTIES

Under general direction of the Community and Redevelopment Agency (CRA) Director or designee, the purpose of this position is to conduct community and economic outreach within both the State Road 7 and Central CRA Districts while implementing the CRA's Community Redevelopment Plan (CRP). Employees in this classification are primarily responsible for the execution of outreach strategies and tasked with connecting people in the broader community by cultivating relationships with businesses, individuals, homeowners associations, and the like. Provides a wide variety of clerical and administrative support in the day-to-day operations of the CRA. Performs related work as directed.

SPECIFIC DUTIES AND RESPONSIBILITIES

EXAMPLES OF ESSENTIAL FUNCTIONS

Responds to inquiries from the public and is responsible for gathering and disseminating information.

Establishes and maintains contact with families of program participants and provides two-way communication allowing residents/businesses to share ideas, resources, and community programs that coincide with the CRP.

Attends Homeowners' and Business Association meetings to represent the CRA and provide feedback to the Department regarding perceived informational and service gaps.

Responsible for preparing meeting minutes, summaries and documentation of meetings attended or hosted by the CRA.

Establishes trust in the community by being visible and available.

Establishes and maintains close working relationships with diverse groups of people in the workplace and the community.

Conducts business retention visits, compiles data resulting from visits, logs all relevant data, and reports weekly on trends with recommendations as to programs or policies to assist in business support.

Engages and recruits residents to attend, and employers to host, career development classes offered by partner agencies of the City/CRA.

Conducts routine reviews of social media sites and disseminates relevant information in an attempt to keep the community informed.

Responsible for becoming knowledgeable about goals and objectives of the CRP and assisting the department in formulating, implementing, and measuring the success of its programs and services based on community needs and resources.

Prepares for the set-up, execution, and breakdown of CRA and Economic Development special events and business attraction events.

COMMUNITY AND ECONOMIC OUTREACH AMBASSADOR

The list of essential functions, as outlined herein, is intended to be representative of the tasks performed within this classification. It is not necessarily descriptive of any one position in the class. The omission of an essential function does not preclude management from assigning duties not listed herein if such functions are a logical assignment to the position.

MARGINAL FUNCTIONS

While the following tasks are necessary for the work of the unit, they are not an essential part of the purpose of this position and may be performed by other unit members.

Performs routine office functions such as filing, faxing, answering phones, and copying.

Performs related duties as directed.

MINIMUM TRAINING AND EXPERIENCE

Sixty (60) hours toward a degree in Business Administration, Public Administration, or a related field; and one (1) year of directly related experience in economic development, business attraction and/or development research or community development planning; or an equivalent combination of education, training, and experience.

SPECIAL REQUIREMENTS

Valid State of Florida Driver's License.

PERFORMANCE APTITUDES

Data Utilization: Requires the ability to coordinate, manage, strategize, and/or correlate data and/or information. Includes exercise of judgement in determining time, place and/or sequence of operations. Includes referencing data analyses to determine necessity for revision of organizational components.

Human Interaction: Requires the ability to apply principles of persuasion and/or influence.

Equipment, Machinery, Tools, and Materials Utilization: Requires the ability to operate, maneuver and/or control the actions of equipment and machinery, tools, and/or materials used in performing essential functions.

Verbal Aptitude: Requires the ability to utilize a variety of reference and descriptive data and information.

Social and Interpersonal Communication Skills: Position requires professional social and interpersonal communication skills, including the ability to function in a major organizational unit requiring significant internal and external interaction.

Mathematical Aptitude: Requires the ability to perform addition, subtraction, multiplication, and division; ability to calculate decimals and percentages; may require ability to utilize principles of fractions and/or interpret graphs.

Functional Reasoning: Requires ability to apply principles of rational systems. Ability to interpret instructions furnished in written, oral, diagrammatic, or schedule form. Ability to exercise independent judgment to adopt or modify methods and standards to meet variations in assigned objectives.

COMMUNITY AND ECONOMIC OUTREACH AMBASSADOR

Situational Reasoning: Requires the ability to exercise the judgment, decisiveness and creativity required in situations involving the evaluation of information against sensory, judgmental, or subjective criteria, as opposed to that which is clearly measurable or verifiable.

ADA COMPLIANCE

Physical Ability: Tasks involve the ability to exert very light physical effort in sedentary to light work, involving some reaching, handling, fingering and/or feeling of objects and materials.

Sensory Requirements: Some tasks require the ability to perceive and discriminate colors or shades of colors. Some tasks require the ability to perceive and discriminate sounds. Some tasks require the ability to perceive and discriminate tastes. Some tasks require the ability to perceive and discriminate odors. Some tasks require the ability to perceive and discriminate depths. Some tasks require the ability to perceive and discriminate textures. Some tasks require visual perception and discrimination. Some tasks require oral communications ability.

Environmental Factors: Tasks are regularly performed with some exposure to adverse environmental conditions, such as dirt, dust, pollen, odors, wetness, humidity, rain, fumes, temperature and noise extremes, machinery, vibrations, electric currents, traffic hazards, animals/wildlife, toxic/poisonous agents, violence, disease, or pathogenic substances.

The City of Lauderhill is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act, the City of Lauderhill will provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer.