

# TOWN OF YORKTOWN, INDIANA

## JOB DESCRIPTION

### **Community Engagement Director**

The principal function of this employee is to oversee and guide, as assigned, various activities and special projects to ensure they are in concert with the policies and goals of the Town Manager and Town Council; provide guidance of said activities and project to ensure the Town's goals and objectives are achieved in a timely and professional manner; provide the Town Manager and Town Council with accurate and timely information to support decision-making and policy direction;

This position provides effective, professional leadership, positioning the Town to meet the community's current and future needs through appropriate technologies and services. The work is performed under the direct supervision of the Town Manager but will be required to interact with all municipal departments, boards and the general public.

### **Examples of Essential Functions**

Essential functions may include, but are not limited to, the following:

- Represent the Town and the Town Manager to management staff, elected officials, and outside agencies; create, present and explain Town programs and activities.
- Provide or coordinate staff support to a variety of boards and commissions; serve on intergovernmental and citizen committees; attend and participates in professional group meetings; and stay abreast of new trends and innovations in the fields of community engagement, marketing and public administration.
- Attend Town Council meetings and represent the Town Manager as needed.
- Meet with Town Manager and other staff to discuss issues and objectives, to determine strategies and approaches, and to brief on current activities and challenges.
- Resolve or participate in resolving customer complaints.
- Develops, implements, and administers programs and policies to ensure effective development of public and private properties and foster positive relationships with the community.
- Coordinates activities where the city is involved in planning and public improvements; establishing and developing a marketing campaign to promote the town and improvements.
- Develops, implements and administers community programs related to various parks including but not limited to programming, event planning and marketing.
- Understand the need for and has ability to promote and support economic development that builds on community strengths and respects community character.
- Shall engaging in fund raising creation of sponsorship opportunities, grant writing and other financial matters.

- Represent the Town Manager's Office in various meetings, assisting with input and guidance to achieve an outcome that is beneficial to the greater good of the organization, community and citizenry.
- Promote an effective, responsive and value-based organizational culture.
- Maintain regular contact with and keep the Town Manager apprised of situations and issues.
- Interact with Boards and Commissions, outside governmental agencies and non-profits, constituent representative groups and other citizen groups relative to goals, actions and activities of the Town.
- When assigned, directly supervise department heads and staff, establishing goals, objectives and performance targets.
- Actively participate in the development of the Town's strategies to achieve stated goals.
- Actively take part in the advancement and promotion of an organization that is here to support and meet the needs of the customer, both internally and externally.
- Perform all work duties and activities in accordance with Town policies and procedures.
- Work in a safe manner and report unsafe activity and conditions.
- Other duties as assigned.

#### **Knowledge Skills and Abilities**

- Effective leadership methods and supervisory skills
- Marketing, traditional and social media
- Fund Raising
- Planning and organizing skills
- The operation of personal computer and various software applications for word processing, spreadsheets, etc.
- English grammar and punctuation
- Federal, state, and local laws, rules, and regulations pertaining to local government operations

#### **Physical Characteristics**

This work requires the occasional exertion of up to 10 pounds of force; work regularly requires speaking or hearing and using hands and fingers, handle or feel, frequently requires sitting, reaching with hands and arms and repetitive motions and occasionally requires standing and walking; work requires close vision, distance vision and color perception; vocal communication is required for expressing or exchanging ideas by means of the spoken word and conveying detailed or important instructions to others accurately, loudly or quickly; hearing is required to perceive information at normal spoken word levels and to receive detailed information through oral communications and/or to make fine distinctions in sound; work requires preparing and analyzing written or computer data, operating motor vehicles or equipment and observing general surroundings and activities; work has no exposure to environmental conditions; work is generally in a moderately noisy location (e.g. business office, light traffic).

**Education and Experience**

Bachelor's degree, or equivalent combination of education and experience.

**Special Requirements**

Valid Indiana Driver's License