



Capital Area Council of Governments Job Description

CAPCOG Title: Regional Outreach Specialist
Division: Regional Planning & Services
Reports to: Director of Regional Planning & Services
State Title & Salary Grade: Information Specialist I/B15
FLSA Status: Exempt Non-Exempt

GENERAL DESCRIPTION

Performs entry-level informational and communications work in support of CAPCOG's Regional Services and Planning Division, including (but not limited to) air quality, transportation, water, and other issues. Work involves information to develop, create, and produce content and materials for use by the agency, the general public, and other agencies. Works under close supervision, with minimal latitude for the use of initiative and independent judgment.

ESSENTIAL FUNCTIONS

Essential duties and functions may include the following. Other related duties may be assigned.

- Conducts outreach and education activities such as presentations and briefings.
- Prepares content and materials for outreach and education efforts including managing social media to support outreach and education program goals.
- Gathers and researches data, regulatory information, studies and reports, and other relevant information to support technical analysis and reporting.
- Tracks progress on performance of plans.
- Provides information to outside entities on division programs.
- Serves as a liaison to staff, government agencies, community organizations, or the general public to assist in explaining program specifics and requirements.
- Performs other duties related to program initiatives.

GENERAL QUALIFICATIONS

Education

- Completion of an associates' degree or two years of a four-year college degree with course work in environmental resources or communications from an accredited four-year institution or equivalent.

Experience

- Must have experience with development and dissemination of outreach material.
- Must have public speaking experience.

Knowledge, Skills, and Abilities

- Skills in oral and written communications.
- Skill in graphic design.
- Skill in using Microsoft Word and Microsoft Excel.
- Skill in use of Content Management Software/Systems preferred.
- Knowledge of air quality, transportation, and water issues preferred.

Position Specific Competencies

- Initiative – Takes action to achieve goals without being asked.
- Reliability – Demonstrates a consistent effort to be on the job, carrying out instructions, and fulfilling responsibilities.
- Judgment – Demonstrates critical thinking based upon data gathering, corroborating information, considering others’ inputs, and ethics.

Other Requirements

Must maintain a valid driver’s license, proof of vehicle insurance as required by the State of Texas, and dependable transportation for travel within the region.

Physical Requirements

Remain in a stationary position at a desk throughout the workday.	Frequently
Stand and perform tasks throughout the workday. May be stationary for periods of the day.	Seldom
Move about inside the office to perform different tasks of the position such as access the copy machine, file papers, or deliver mail to the reception area.	Seldom
Coordinate precise movements of the fingers in order to use office productivity machinery or perform intricate tasks.	Regularly
Move objects weighing up to designated # of pounds.	Seldom - 35 lbs
Lift objects from the floor and up onto a shelf or desk weighing up to designated # of pounds.	Seldom - 35 lbs
Converse with others both in person and over the phone.	Seldom
View details at close range (within one to two feet of the observer) and distinguish color-coded materials.	Seldom
Move body into multiple positions to perform different tasks such as in the following examples: under desks, between walls, around servers and furniture, or to retrieve files from the bottom or top drawers of file cabinets.	Seldom
Performs duties in professional office environment.	Frequently
Performs duties while exposed to conditions of heat, cold, humidity, wind and/or rain.	Seldom
Drives a vehicle to perform CAPCOG business.	Seldom

KEY

- Never 0% Seldom 0-30% Regularly 30-60% Frequently 60-90% Constantly 90-100%

Seldom would be up to 12 hours per week or 0 to 2.4 hours per day

Regularly would be 12 to 24 hours per week or 2.4 to 4.8 hours per day

Frequently would be 24 to 36 hours per week or 4.8 to 7.2 hours per day

Constantly would be 36 hours to 40 hours per week or 7.2 to 8 hours per day