

MCHENRY COUNTY CONSERVATION DISTRICT
RESOLUTION #20-106

AMENDING THE POSITION DESCRIPTION FOR THE COMMUNITY RELATIONS SPECIALIST
(ADMINISTRATION - GRADE 15) EFFECTIVE DECEMBER 1, 2020

WHEREAS, the McHenry County Conservation District (hereinafter referred to as the "District"), is a conservation district organized and existing under the laws of the State of Illinois (70 ILCS 410); and

WHEREAS, the position of Community Relations Specialist position, which resides in the Marketing and Education Division has been recently vacated; and

WHEREAS, the position was assessed on its purpose and need; and

WHEREAS, the District is empowered to take such actions as may be necessary for the proper conduct of its affairs (70 ILCS 410/12); and

WHEREAS, change is a formality in being consistent with the District's standard operating procedures in keeping its documentation up to date.

NOW, THEREFORE BE IT RESOLVED, by the Board of Trustees of the District that it is necessary, desirable, and in the best interest of the District to change the modified job description for the Community Relations Specialist (Administration - Grade 15) effective December 1, 2020, and the President and Secretary of the Board of Trustees are hereby authorized to execute this resolution and any documents necessary to execute the intent of this resolution.

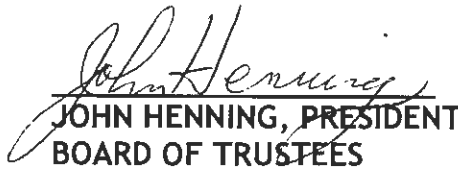
IN WITNESS WHEREOF, this Resolution #20-106 has been executed this 19TH day of November, 2020 by the President and attested by the Secretary of the Board of Trustees of the District.

Ayes: 7

Nays: 0

Absent: 0

Abstain: 0


JOHN HENNING, PRESIDENT
BOARD OF TRUSTEES


CAROLYN CAMPBELL, SECRETARY
BOARD OF TRUSTEES

McHenry County Conservation District Job Description

Job Title: Community Relations Specialist
Division: Marketing and Education
Reports To: Director of Marketing and Education
FLSA Status: Exempt/Regular Full-Time
Location: Brookdale
Salary Level: 15 (Administration)
Executive Director
Approved Date: 2/1/2010
Modified: 7/21/2020

Approved By:

Summary

The Community Relations Specialist works closely with the Director of Marketing and Education in the administration of all of the District's public information, public relations and marketing activities as well as actively involved in researching, writing, preparing a variety of public relations and marketing materials, both written and visual that promotes a positive image of the District's programs and services. This position manages the District's public relations efforts to generate press releases, print and digital publications, promotional items and other materials that will provide the public with a positive feeling of what the District is doing for the County. The position works closely with District staff to determine public information and promotional opportunities. Work is performed under minimal direction and is subject to review through reports, conferences, and an observation of results obtained.

Essential Duties and Responsibilities include the following. Other duties may be assigned.

1. Prepares the District's quarterly newsletter and, site brochures, and other graphic design projects using Adobe InDesign/Creative Suite, Power Point presentations and other special projects to promote and showcase the accomplishments of District programs and employees.
2. Writes and submits timely and relevant news releases on District happenings, events and programs.
3. Assists in developing strategies for communication of information designed to keep the public informed about District programs, accomplishments and objectives.
4. Assists with community relation presentations, community booths, and video production, photo shoots, and District relations with media representatives.
5. Manage the creation and distribution of a District monthly electronic newsletter, using Salsa and/or MailChimp.^[JH1]
- 5-6. Maintains and updates the District's CRM—Customer Relations Management (CRM) database.
- 6-7. Update and maintain the District's website using WordPress software.
7. Ensure website information is current on the homepage of the website as well as general district-wide areas of the site.
8. Assist in creating / updating social media posts for District happenings, events, programs and general awareness on multiple social platforms, including but not limited to, Facebook, Twitter, YouTube, Pinterest and Instagram.

8. Responds to ~~inquires~~inquiries from the public and furnishes information requested or refers the inquiry to the appropriate division.
9. Coordinates with District v~~Volunteer p~~Photographers and assigns to events/programs as needed.
10. Maintains awareness of worker safety guidelines and standards and applies these in performing daily tasks and activities.

Marginal Duties include the following.

———Supervisory Responsibilities

This job has no supervisory responsibilities.

Qualifications

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

———Education and/or Experience

Bachelor's degree (B.-A./ B.S.) from four-year college or university with major course work in journalism, public relations, strategic communications, marketing, advertisinggraphic design, or related field with at least two years related experience, ~~and/or training in the production of written and audio-visual promotional materials; or equivalent combination of education and experience.~~

Certificates, Licenses, Registrations

1. Possess a valid driver's license.
2. Possess or the ability to obtain First Aid/CPR certification within one year from date of employment.

———Other Qualifications

1. Thorough knowledge in the principles and practices of strategic communications, marketing, graphic design, journalism and public relations.
1. Knowledge of marketing, advertising, and promotional techniques.
- 3.2. Knowledge of environmental issues, ~~and~~ the natural sciences, environmental education and outdoor recreation opportunities. [JH2]
- 4.3. ~~Basic k~~Knowledge of community resources and of the complementary functions and roles of other governmental units in McHenry County.
- 5.4. Some knowledge of the basic principles and methods of public administration.

Reasoning Ability

Ability to apply common sense understanding to carry out detailed but uninvolved written or oral instructions. Ability to deal with problems involving a few concrete variables in standardized situations.

Computer Skills

To perform this job successfully, an individual should have knowledge of Adobe Creative Suite, primarily InDesign, Adobe Illustrator and Photoshop; as well as experience with Microsoft Word, Excel, PowerPoint, and Outlook; and web publishing software (wordpress -or other); and database management; and Customer Relationship Management (Salsa, Mailchimp, etc.). software programs as well as Desktop Publishing Design software; Dreamweaver Internet software; and Adobe Photoshop and Illustrator software.

Other Skills, Abilities, and Requirements

- ~~1. Ability to coordinate work projects with staff and deal effectively with other public and private groups.~~
- ~~2. Demonstrated skill in operating camera.~~
- 3.1. Skill in establishing and maintaining effective relationships with other personnel, civic groups, the press, and the general public.
- 4.2. Demonstrated skill in written and oral communications and interpersonal relations for working with other staff, Trustees, vendors, contractors, media representatives, outside groups and other general public.
- 5.3. Ability to coordinate work projects with other departments/staff and be able to work independently with minimal supervision.
- 6.4. Ability to set priorities and effectively manage multiple projects of varying scales at any one time, meet deadlines and to shift priorities as ~~required~~.needed.
- 7.5. Demonstrate a highly professional attitude under the daily pressures, juggling of multiple project requests and deadlines.
6. Ability to drive a motorized vehicle to perform various job-related functions.
- ~~8. Must be able to easily change priorities and coordinate multiple projects at the same time.~~
- ~~9.7. Ability to deal with deadline-oriented pressures and inconsistent adjust hours, occasional nights or weekends -based on workload, community outreach booths, or special events.~~
- 10.8. Skill in analyzing problems and conducting thorough and pertinent research and to arrive at sound conclusions and recommendations based on findings.

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.

While performing the duties of this Job, the employee is regularly required to sit; use hands to finger, handle, or feel and talk or hear. The employee is occasionally required to stand; walk; reach with hands and arms; climb or balance and stoop, kneel, crouch, or crawl. The employee must frequently lift and/or move up to 10 pounds and may occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include color vision and ability to adjust focus.

Work Environment 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.

While performing the duties of this Job, the employee generally performs duties indoors, but occasionally exposed to outside weather conditions. The noise level in the work environment is usually moderate.

The above is intended to describe the general content of and requirements for the performance of this job. It is not to be construed as an exhaustive statement of duties, responsibilities, or requirements.