



DUTCHESS COUNTY CLASS SPECIFICATION

Community Engagement Specialist

DATE ADOPTED: 01/08/2025

LAST REVISION: 01/08/2025

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DISTINGUISHING FEATURES OF THE CLASS:

This is a managerial position that participates in Dutchess County Government's and the County Executive Office's continuing efforts to serve and engage residents and provide information and transparency about government operations. The incumbent engages with the public on a daily basis to answer questions, provide information, resolve issues and promote county services to help residents. Work is performed under the direction of the Communications Director with latitude for the exercise of independent judgment in carrying out work assignments. This position is privy to information relating to confidential and sensitive issues. Work may be performed outside of conventional hours, under tight and changing deadlines.

TYPICAL WORK ACTIVITIES:

The following is indicative of the level and types of activities performed by incumbents in this title. It is not meant to be all inclusive and does not preclude a supervisor from assigning activities not listed which could reasonably be expected to be performed by an employee in this title.

1. Responsible for Constituent Services including managing all constituent inquiries (phone, email and in-person) and working with various county departments, other government agencies and/or community organizations to resolve issues;
2. Responsible for coordination and creation of recognitions, including drafting certificates and proclamations on behalf of the County Executive;
3. Assists with administrative support, including drafting correspondence, phone coverage and general email inbox maintenance;
4. Assists with event planning, including scheduling and organizing various events, including promotion and participant solicitation, venue coordination and other event logistics;
5. Assists with the review, writing and distribution of press items on behalf of County government including press releases for public consumption;
6. Assists with messaging about County Government events, activities and information on the County's various social media channels;
7. Reviews marketing and communication materials such as brochures, flyers, public service announcements and other outreach materials to be utilized by County departments;
8. Assists with the maintenance of the material on the County website, helping to ensure information is up-to-date, helpful and easy to understand;
9. Assists in maintaining various databases and files with contact information and other reference materials;
10. Keeps up-to-date on issues throughout Dutchess County that are of concern to the Executive Office and the public; keeps abreast of current or emerging public issues that may be impacting residents or have an impact on the policies or operations of the County Government.
11. Interacts on a regular basis with county employees, the public, and may represent the County Executive's Office at events.

FULL PERFORMANCE KNOWLEDGE, SKILLS, AND ABILITIES:

Good knowledge of computer applications such as spreadsheets, word processing, e-mail, database and photographic software such as MS Word, Excel, and PowerPoint, Adobe (PhotoShop, InDesign, Illustrator) and/or Apple software including video software;

Knowledge of the principles and practices of public relations and effective communications;

Knowledge of the use of social media, visual/graphic tools, video and camera experience;

Knowledge of local community organizations and government agencies to assist constituents;



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Strong verbal and written communication skills; including interacting with the public on the phone, in-person, or online in a professional manner, writing style, vocabulary, spelling and grammar, and editing skills;
Ability to effectively manage multiple priorities while maintaining attention to detail
Ability to proofread written and graphic materials and edit the work of others;
Ability to exercise tact and good judgment in maintaining the confidentiality of issues and policies under consideration;
Personal characteristics commensurate with the demands of the position;
Physical characteristics commensurate with the demands of the position.

MINIMUM QUALIFICATIONS:

Bachelor's degree in public relations/marketing, public administration, hospitality, social services, communications, journalism or a closely related field and one year of public relations or public administrative experience.

NOTE: Your degree or college credit must have been awarded by a college or university accredited by a regional, national, or specialized agency recognized as an accrediting agency by the U.S. Department of Education/U.S. Secretary of Education.

SPECIAL REQUIREMENTS:

Possession of a valid Driver License to operate a motor vehicle in New York State at time of application and to maintain the position.

COUNTY USE ONLY:

BARGAINING UNIT: MGMT	JURISDICTIONAL CLASSIFICATION: Competitive (PJC)
GRADE: MC	FLSA Code: OT Eligible
REVISION HISTORY: 1/8/2025	