



DUTCHESS COUNTY CLASS SPECIFICATION

VETERANS OUTREACH COORDINATOR

DATE ADOPTED: 06/06/2025

LAST REVISION:

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DISTINGUISHING FEATURES OF THE CLASS:

This position is responsible for raising awareness of the Department of Veterans programs among veterans, municipalities, and other outside agencies. This role involves actively engaging with veteran communities to raise awareness, facilitate program participation, and foster volunteer involvement. The incumbent will also assist in the development and execution of special programs and initiatives. The position requires active engagement within veteran communities to enhance the Department of Veterans Services outreach and effectiveness. Work is performed under general supervision in accordance with outlined policies and procedures allowing for the exercise of independent judgment in planning and carrying out the details of the work. Supervision may be exercised over the work of subordinate staff.

TYPICAL WORK ACTIVITIES:

Typical work activities for incumbents in this title include those listed below in addition to those typical work activities performed by lower-level titles in the series. They are 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. Promotes veterans programs to veterans, local municipalities, and related agencies through outreach efforts, marketing campaigns, and community events;
2. Develops and maintains relationships with veteran groups, community leaders, and organizations to increase awareness and participation in department programs;
3. Coordinates informational sessions, workshops, and events that help educate and engage the veteran communities;
4. Assists in the development, planning, evaluation and execution of veteran programs and future initiatives aimed at supporting veterans and enhancing community involvement;
5. Leads and monitors public relations efforts, including drafting news releases, media materials, and promotional content to highlight department programs, special events, and volunteer opportunities;
6. Builds and maintains relationships with regional media outlets;
7. Maintains records and prepares reports ensuring compliance with funding and contract requirements, while also providing valuable insights for future planning and program development;
8. May assume the duties of the Director and/or Deputy in their absence.

FULL PERFORMANCE KNOWLEDGE, SKILLS, AND ABILITIES:

Knowledge of federal, state and local laws pertaining to veterans and their families, to advise them on eligibility for benefits, application processes and assist them in the appeals for benefit denials; knowledge of various services available to veterans and their families to advise them of possible programs and services to which they may be entitled; knowledge of counseling techniques to assist veterans and their families in addressing issues related to disability, death, economic and legal and other conditions; knowledge of public relations and marketing strategies to effectively communicate with the veterans community and the public; knowledge of networking and collaboration techniques to engage community partners and stakeholders in supporting veterans; knowledge of data collection, record keeping, and reporting practices to track outreach efforts and program participation; ability to generate reports and analyze data to assess program effectiveness and recommend improvements; ability to plan, develop and coordinate community outreach programs, special events and informational sessions targeted at veterans; ability to establish and maintain long-term relationships with key stakeholders such as veterans



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organizations, local government agencies; providers, and businesses; ability to develop and apply public relations and marketing strategies to promote veterans’ programs, events and volunteer opportunities while collaborating with community organizations and government agencies to advocate for their needs and ensure the provision of services; ability to learn local governmental administrative principles and practices such as budgeting, inventory, records management and retrieval to maintain efficient office operations; ability to communicate clearly and effectively with a wide variety of clientele to elicit information and explain services; ability to use social media, email marketing, and other online platforms to engage the veteran community and promote programs; personal characteristics necessary to perform the duties of the position; physical condition commensurate with the demands of the position.

MINIMUM QUALIFICATIONS:

- EITHER: (A) Bachelor’s degree and one (1) year of military experience or experience working in a Veterans Services Organization;
- OR: (B) Associate’s degree and two (2) years of experience as described in (A);
- OR: (C) Graduation from high school or possession of high school equivalency diploma and four (4) years of experience as described in (A);
- OR: (D) An equivalent combination of education, training and experience between the limits of (A) and (C) above.

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:

Candidates must be a Veteran of the United States Armed Forces Active Military or Active Reserve or National Guard with an honorable discharge.

Candidate must obtain Department of Veterans Affairs Accreditation within 12 months of appointment and must retain accreditation throughout employment.

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: CSEA	JURISDICTIONAL CLASSIFICATION: Competitive
GRADE: 13	FLSA Code: OT Eligible
REVISION HISTORY:	