

**CITY OF PLANO**  
**Job Description**

**Job Title: Community Outreach Coordinator**  
**Department: City Administrator's Office**  
**Reports To: City Administrator**  
**Employee Status: Non-Exempt**  
**Last Revision Date: January 22, 2025**  
**Hours: Part-Time**  
**Level: Entry**

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**GENERAL PURPOSE:** To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. Under the direction of the City Administrator and in coordination with the City Clerk, elected officials and staff, the Community Outreach Coordinator position is responsible for public facing messaging through multiple outlets. The position is responsible for maintaining consistent branding of City materials, properties and documents. The position will promote and coordinate City events. The position will, on behalf of the City of Plano, ensure and exhibit consistent transparency and professionalism to the public, businesses, potential developers, strategic partners and other units of government. The requirements listed below are representative of the knowledge, skill, and/or ability required.

**ESSENTIAL DUTIES AND RESPONSIBILITIES:**

- 1) Competently handle the following:
  - a. Initiate and maintain a City social media presence across multiple platforms.
  - b. Maintain and update the City website.
  - c. Produce press releases related to City initiatives and public information.
  - d. Explore additional means of public outreach including but not limited to apps, text messaging, and other technologies.
  - e. Create and ensure the production of marketing and informational materials for open houses, trade shows, public distribution and promotions.
  - f. Be responsible for the branding and identification of City vehicles.
  - g. Ensure consistent signage for City properties.
  - h. Update documents to reflect branding and improve utility.
  - i. Promote and participate in the planning and execution of City events.
  - j. Attendance at Committee of the Whole and City Council meetings when requested.

k. Video streaming of meetings.

2) Other duties as assigned.

The duties listed above are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the position. The job description does not constitute an employment agreement between the employer and the employee and is subject to change by the employer as the needs of the employer and requirements of the job change.

#### **DESIRED MINIMUM QUALIFICATIONS:**

##### **Certificates, Licenses & Registrations:**

- Valid Driver's License

##### **Education & Experience:**

- High School Diploma or equivalent GED
- Attend seminars/classes when requested to maintain appropriate level of training and expertise
- Accurate and efficient on computers and calculators
- Experience in Microsoft office, Adobe, Canva and other graphic design platforms, video streaming software and CRM (Customer Relationship Management) systems
- Developed graphic design skills and use of graphic designs

#### **KNOWLEDGE, SKILLS & ABILITIES:**

##### **Language Skills:**

- Strong communication and interpersonal skills for effective communication with the public, City Council and employees
- Ability to think strategically and creatively

##### **Mathematical Skills:**

- Proficient use of skills to ensure accuracy and efficiency

##### **Reasoning Ability:**

- Able to problem solve with respect to discrepancies, changes to system, and/or policies and input into special/future projects

#### **SUPERVISORY RESPONSIBILITIES**

- None

#### **TOOLS & EQUIPMENT:**

Personal computer, phone, Microsoft office (e.g. Excel, Word, PowerPoint, email), Adobe, Canva and other graphic design platforms, video streaming software and hardware, and Customer Relationship Management (CRM) systems, standard office machinery such as a copier, fax machine, and any other tool that may come into common use or be necessary to perform tasks.

**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.

**WORK ENVIRONMENT:**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. The noise level in the work environment is usually quiet in the office. Work is generally performed in an office setting or in the field.

The City of Plano, Illinois, is seeking a dynamic candidate for the role of **Community Outreach Coordinator**. The **Community Outreach Coordinator** will be responsible for public facing messaging through multiple outlets. The position is responsible for maintaining consistent branding of City materials, properties and documents. The position will promote and coordinate City events. The position will, on behalf of the City of Plano, ensure and exhibit consistent transparency and professionalism to the public, businesses, potential developers, strategic partners and other units of government.

The **Community Outreach Coordinator** is selected by the City Administrator and hired after the City Council confirms the recommendation at a public meeting. After hiring, the Community Outreach Coordinator, under the direction of the City Administrator, coordinates with the City Clerk, elected officials and staff. The position shall be a part-time position (twenty hours/week), being paid an approximate wage of twenty dollars (\$20) per hour, plus all legally mandated benefits (such as Social Security and Workers' Compensation Insurance), and prorated benefits defined as sick days, vacation days and holidays. For more information and the full job description, go to the [City of Plano's employment page](#).

To apply, please submit a completed [Plano job application](#) and resume to [HR@cityofplanoil.org](mailto:HR@cityofplanoil.org). For more information on this position or for confidential inquiries, please contact Marty Shanahan, City Administrator, at 630-552-8275 or [mshanahan@cityofplanoil.org](mailto:mshanahan@cityofplanoil.org). First review of applications will be conducted on February 24, 2025.