

**DOÑA ANA COUNTY
JOB DESCRIPTION**

POSITION TITLE: Census Outreach Coordinator

PAY GRADE: B24

DEPARTMENT: Media and Public Communications

FLSA: Exempt Non-Exempt


REPORTS TO: CCS Manager

LEAD: Yes No


BARGAINING UNIT: N/A

SUPERVISOR: Yes No

APPROVED:



Department Head



Human Resources Director

9/5/19

Date

9/5/19

Date

I. PURPOSE SUMMARY. Under the direct supervision of the Community and Constituent Services Manager, the Census Coordinator is responsible to support the work of the 2020 Regional Census Complete Count Committee and help ensure a complete and accurate count of every person in the County. This position will manage the day-to-day planning, coordination, and execution of local Census activities including project management and stakeholder engagement.

II. ESSENTIAL DUTIES.

- Managing the 2020 Regional Census Complete Count Committee meetings including, but not limited to: scheduling, drafting agendas, keeping meeting minutes, arranging for relevant technology for meetings, securing meeting space, maps for meetings and any meeting follow-up.
- Develop spreadsheets to track the outreach events and efforts in relation to this collaborative project. Ensure the 2020 Regional Census Complete Count Committee member list is updated and accurate.
- In collaboration with County staff, generate required monthly reports to the State of New Mexico for the census outreach funds.
- Support County Finance Department staff in managing census outreach grant.
- Support the Committee in following timelines and execution of the outreach plan through the 2020 Census non-response period, while providing general project management and technical assistance.
- Working with the Committee and County staff to develop marketing/promotional materials, help with the logistics surrounding the marketing, and media content as outlined in the outreach plan.
- In collaboration with County staff and Committee members to ensure resources are leveraged, attend meetings and outreach events in Hard to Count communities to promote the 2020 Census. Available for some evening and weekend work, as needed.
- Serve as the county liaison for the local census outreach project to internal and external stakeholders, including the State of New Mexico and the U.S. Census Bureau.
- Provide regular updates to the Committee and County staff including any new relevant developments.
- Upload relevant information for the Committee to the Microsoft One Drive platform, and maintain documentation in county shared drive.

- Attend the other complete count committee meetings in Doña Ana County, including NMSU and the City of Sunland Park. Attend the 2020 Regional Census Committee's subcommittee meetings and other relevant meetings as well.
- Develop a summary of processes and lessons learned for the State of New Mexico, per the Scope of Work, for consideration for the 2030 Census.

III. ADDITIONAL DUTIES. Performs other related duties as assigned.

IV. ACCOUNTABILITY. This position receives general supervision and is required to exercise independent decision-making and judge in the areas of principle responsibility.

V. QUALIFICATIONS.

A. Education. High School Diploma or equivalent. Bachelor's Degree in a relevant field (public policy, political science, or other social science) or equivalent experience preferred.

B. Experience. Minimum of four years of relevant professional or volunteer experience in project management, communications, community outreach/engagement and/or public relations. Bilingual (English/Spanish) is required.

C. Education/Experience substitution. In accordance with County policy.

D. Licenses/Certifications. Valid driver's license.

E. Other (e.g., post-offer medical exam, polygraph, background check, driver's license record, etc.). Must pass background check and maintain acceptable driving record.

1. KNOWLEDGE, SKILLS AND ABILITIES REQUIRED BY THE POSITION:

Must have knowledge of: Hard to Count Communities in Doña Ana County, including the colonias. Experience working with diverse organizations and individuals. Excellent written and verbal communication skills. Knowledge of the decennial census the federal government is task to perform by the U.S. Constitution. Familiar with community leaders throughout the county. A demonstrated understanding of the ethnicity, language, socioeconomic status and life experiences of populations in the County.

Must have skills to: Operate general office and computer equipment and using software including Microsoft Office Word; maintain accurate and updated records; facilitate groups and meetings; promote and organize events/meetings. Ability to read and understand Census data via the interactive online tools to assist in the outreach efforts and focused marketing objectives.

Must have ability to: Effectively and accurately communicate verbally and in writing in both English and Spanish languages; work independently and as a team member; handle fast-paced, demanding and stressful environments, self-motivated, punctual, reliable, professional, respectful and creative.

GUIDELINES AND JUDGMENT. Policies and precedents are available and stated in general terms. Guidelines for performing the work are of use but often-times personal judgment is necessary in order to complete the tasks as instructed.

PHYSICAL DEMANDS. Must be able to reliably and consistently move between work-related sites within the County. The work can be sedentary and performed indoors. There may be some walking, standing, bending, carrying items or driving a county vehicle. The employee may occasionally need to carry materials or objects weighing 20 pounds.

WORK ENVIRONMENT. The work area is adequately lighted, heated and ventilated, and involves everyday risks or discomforts that require normal safety precautions and safe work practices. Periodic travel to meetings and events in an automobile.

SUPERVISORY RESPONSIBILITY. Does not exercise direct supervision over employees but may supervise processes and projects.

IX. EMPLOYEE ACKNOWLEDGEMENT:

I have read my Job Description and understand my assigned responsibilities, and have been given a copy of this Job Description. I have also received a copy of the Doña Ana County Personnel Policies and Procedures Handbook, and understand that I am responsible for reading and following all relevant policies and procedures outlined in it. I also certify by my signature below that I am able to perform the essential functions of this Job Description with or without reasonable accommodation.

Accepted by: _____
Employee *Date*

