



CITY OF WOONSOCKET

POSITION DESCRIPTION

JOB TITLE:	2020 Census Public Outreach Specialist (Part-Time)
DEPARTMENT/DIVISION:	Department of Planning & Development
SALARY/HOURS:	20 hours per week, \$20 per hour (March 17 – July 27, 2020)
POSITION SUMMARY:	Interacting with the public to increase community awareness for the 2020 U.S. Census in-person and on social media. Specialist will utilize “Get Out the Count” plan and “Community Outreach Toolkit”.

DUTIES & RESPONSIBILITIES:

- Tabling at 20+ existing Parks & Recreation, Library, and Senior Center events across the city of Woonsocket. Public outreach specialist is responsible for managing their own tabling schedule.
- Organizing and staffing outreach events at the City’s four (4) major senior housing complexes.
- Developing outreach strategies using the State’s “Get Out the Count” plan, the Census Bureau’s “Community Outreach Toolkit” resources, and other vetted Census resources.
- Developing and implementing a social media campaign to encourage participation (40+ posts).
- Setting up several publicly accessible census stations at City Hall, the Woonsocket Senior Center, and possibly also the Woonsocket Public Library.
- Tracking metrics required to write the grant’s final report.

QUALIFICATIONS:

- Ability to work and make decisions independently.
- Ability to initiate conversations and interact positively with the public in English and Spanish.
- Must be able to manage multiple tasks in a detail-oriented manner.
- Proficiency with Microsoft Office software to track metrics (data-entry, word processing).
- Proficiency with basic internet use and tablet-based mobile technology.
- Must be able to dependably transport oneself and any/all presentation equipment to multiple locations across the City of Woonsocket.

KNOWLEDGE, SKILLS, AND PERSONAL QUALITIES:

- Spanish language, high level conversation competency – Specialist will be working directly with Spanish-speaking members of the community.
- Having an outgoing and enthusiastic personality and willing to engage the public in conversation.
- Must be comfortable using and assisting others with tablet-based technology.
- Must be familiar with social media platforms, including but not limited to Facebook.
- Comfortable interacting with individuals at crowded or highly populated areas.

PHYSICAL DEMANDS: Work requires some minor lifting and setting up presentation materials (table, visual aids). Work requires use of computer, phone, and other office equipment. Employee will be working in potentially very crowded areas.

WORK ENVIRONMENT: This candidate must be able to attend events at several locations across Woonsocket, including but not limited to the four (4) major Senior Centers in Woonsocket, The Woonsocket Senior Center, City Hall, the Woonsocket Public Library, and various Parks & Recreation programs. Some tabling events will be outdoors and exposed to weather, including heat. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

EQUAL OPPORTUNITY: The City of Woonsocket is an equal opportunity employer and considers applicants without regard to race, color, religion, creed, gender, national origin, age, disability, marital or veteran status, sexual orientation, gender identity, expression, or any other legally protected status.