



DATE	October 2024
JOB CODE	
FLSA	NON-EXEMPT
EEO	

JOB TITLE: Engagement Specialist
DEPARTMENT/DIVISION: Varies
REPORTS TO: Varies

SUMMARY: Performs a variety of specialized activities in support of the department, which may include: planning and executing special events/programs, representing the department in the community, and developing and leading a strategic training program for the department to enhance staff efficiency. The Specialist oversees the engagement and education budget for the department, collaborating with other internal teams to optimize systems, resources, and strategies. The role requires independent judgment and discretion with limited supervision.

ESSENTIAL JOB FUNCTIONS:

- Serve as a lead to entry level department staff, which includes prioritizing and assigning work; training staff on work methods and procedures; and/or performing other related activities.
- Lead efforts to ensure department staff is fully trained on city service applications, procedures, and customer engagement strategies.
- Schedule and coordinate internal and external public engagement and education sessions to promote the City of Carrollton’s services, working with stakeholders and departmental representatives.
- Represent the division/department with the public and with outside groups, organizations, and vendors; respond to a wide variety of questions, comments, and/or concerns; resolve related inquiries.
- Develop innovative marketing strategies with other City and department staff.
- Collaborate with other community agencies in planning outreach activities and coordinating programs/events in partnership with the City.
- Serve as the primary contact for public education initiatives, representing the City of Carrollton at public forums, meetings, and events to promote accurate and accessible information about City services.
- Monitor and/or oversee department engagement and education budget, ensuring appropriate allocation and tracking of financial resources.
- Serve as the department liaison for updating assigned webpages and the internal SharePoint site, ensuring all information is accurate and up-to-date.
- Perform other duties as assigned.

POSITION SPECIFIC JOB FUNCTIONS:

Animal Services

- Manage and monitor Animal Services website and social media accounts along with team members.
- Manage the overall creation, development, planning, design, coordination, and execution of off-site adoption/promotional events throughout the community in relation to organizational goals and Council initiatives.
- Develop and coordinate volunteer programs.
- Coordinate transportation, use, and maintenance of adoption trailer and event equipment.
- Plan, develop, and coordinate various foster programs for Animal Services.
- Four years' experience in animal shelter operations.
- TX Basic Animal Control Certification or ability to obtain within 6 months of employment.
- Euthanasia Technician Certification or ability to obtain within 6 months of employment.
- Valid Class C Texas Driver's License.

Customer Service

- Manage the internal CRM system to ensure its optimal use for city operations and maintain communication with IT for any necessary updates or system improvements.
- Internal training & process support
 - Collaborate with other departments to understand how each department currently operates and anticipate future changes in their services.
 - Develop and implement specialized training materials that reflect the evolving business needs of these departments, ensuring Resolution Center staff are prepared to support the City's operations effectively.
 - Provide continuous support to Resolution Center staff by addressing training-related inquiries and helping them apply their knowledge to real-time service interactions.
- Recruitment & Engagement
 - Plan, schedule, and facilitate public education events in collaboration with key city departments to proactively educate residents on City services, reducing incoming calls and inquiries.
 - Coordinate with department leaders and community stakeholders to develop strategies that enhance public understanding and streamline service interactions.

Library

- Manage and monitor Library social media accounts along with team members.
- Prepare and maintain a variety of records and/or reports related to assigned area, including reports and statistical data that summarize and/or outline Library engagement, use and impact.
- Provide front desk assistance and guest service to the general public, which includes handling cash, answering telephones, answering general and in-depth reference questions, registering guests for classes and programs, and/or performing other related activities.

- Review information for compliance with ordinances or laws, conduct technical research and processes specialized transactions.
- Monitor and maintain Library records, including financial records.
- May provide hardware and software support for staff or public, including developing, configuring, and maintaining network settings and access; may also provide troubleshooting services for staff or public.
- Coordinate and maintain digital resource integrations with library ILS, website, catalog, and other public facing platforms.
- Responsible for Library administrative duties, such as coordinating volunteers and vendors.

SUPERVISORY/BUDGET RESPONSIBILITIES:

- Serve as a lead to entry level department staff.
- Lead specialized training of new and existing employees.
- Supervise volunteers assigned to outreach services.
- Draft and monitor annual budget for outreach services and training programs.

KNOWLEDGE, SKILLS, AND ABILITIES:

- Self-motivated, responsible, and reliable.
- Excellent written and verbal communication skills, presentation skills, and conflict resolution abilities.
- Excellent analytical and problem-solving skills.
- Knowledge of division programs, policies, procedures, goals or ability and willingness to quickly learn.
- Knowledge of effective outreach and engagement programs.
- Knowledge of research methods and practices.
- Skilled in prioritizing, organizing, and managing multiple simultaneous projects.
- Skilled in developing, evaluating, recommending, and implementing appropriate services and programs related to area of assignment.
- Ability to provide exemplary customer service.
- Ability to work independently in the absence of supervision.
- Ability to prepare and maintain detailed and accurate records.

MINIMUM QUALIFICATIONS:

- High School Diploma or GED equivalency.
- Four years' experience in the area of assignment and/or customer service, training, or project management.
- Certification/licensure may be required depending on area of assignment.

PREFERENCES:

- Experience in municipal or government services.
- Fluency in a second language, preferably Spanish or Korean.

WORKING CONDITIONS:

Animal Services

- Drive pick-up truck with animal transport equipment, including an adoption trailer.
- Use two-way radios, multi-line phone system and cellular phone.
- Medical devices including syringe, needles, droppers, swabs and medical safe equipment.
- Canine and feline vaccinations, to include mixing, preparation, and administering.
- Animal restraining equipment including restraining pole, snake pole, snake tongs, flexible snare, several size animal traps, injured animal transport equipment, animal muzzles, halters, livestock leads and harness.
- High pressure cleaning equipment.
- Must be able to stoop, bend, walk, and reach and retrieve items from heights up to 15 ft. with the aid of step stools and ladders.
- Sits and stands for extended periods of time.
- Must be able to push, pull, or lift up to 50 pounds.
- Local travel may be required on an as needed basis.
- Must be able to work a flexible schedule, including evenings and weekends.
- Personal protective gear.

Customer Service & Library

- Frequent sitting, talking, seeing, hearing, and manual dexterity.
- Work is performed in municipal facility environment; may include outdoor community events.
- Must be able to stoop, bend, walk, and reach and retrieve items from heights up to 7 ft. with the aid of step stools and ladders.
- Must be able to push, pull or lift up to 50 pounds.
- Local travel may be required on an as needed basis.
- Must be able to work a flexible schedule, including evenings and weekends.

CONDITIONS OF EMPLOYMENT:

- Must pass pre-employment drug test.
- Must pass criminal history check.
- Must pass motor vehicle records check.