



CITY OF ANN ARBOR, MICHIGAN
POSITION DESCRIPTION

Community Engagement Specialist I

Job Code: 401860	
Service Area: Public Services	
Service Unit: System Planning	
Salary Grade (Non-Union): 7	Pay Scale (Union): N/A CP: No
Exemption Status: Exempt	
Accountable To: Chief of Staff	
Union/Non-Union: Non-Union	
Union Name: N/A	
Essential Driver: No	
Telecommuting Eligible: Hybrid	
Responsible for supervising the following positions: N/A	
Description Prepared By S. Stewart 3/23/2022; updated by S. Stewart 5/2025 HR Review – AW, JC 3/23/2022; CW, BM 5/22/2025 Reviewed by external compensation consultant Mark Nottley on 3/23/2022	

Date Position Description Finalized

5/22/2025

Role Summary

Performs community outreach, civic engagement, and public education responsibilities for various city projects, policies, services, and programs. This work includes assisting with development and implementation of outreach and engagement plans and strategies. Implementation efforts include creation and distribution of public notices and materials, staffing engagement activities, collecting, organizing, and analyzing public input, creating reports, and helping with staff education and training. Assists with coordination and implementation of physical and natural infrastructure planning projects. This position includes both administrative and professional work.

Duties

Duties are performed under the general supervision of the Public Services Chief of Staff or designee and may include the following:

Essential Duties

- Work with Public Services project managers to develop outreach materials and community engagement plans for their programs, projects and initiatives.
- Provide project management support and project coordination for Public Services projects and initiatives, particularly as it relates to public involvement in decision-making processes.
- Make recommendations on the appropriate level of community involvement in decision-making and types of engagement techniques needed for various projects, policies, and programs across the Public Services area.
- Develop and distribute outreach materials and community notifications about engagement opportunities in coordination with Communications staff. Includes multi-media forms of notification such as digital platforms and newsletters, printed letters/postcards/flyers, emails, phone calls, etc.
- Build relationships with community partners and stakeholders. Seek out opportunities to collaborate with community organizations and other institutional partners to educate and engage the public on a variety of projects and topics.
- Coordinate with external consultants to the city on outreach and community engagement efforts and City of Ann Arbor standards for effective engagement.
- Manages and updates City's online engagement hub
- Assist with the development of, and serve as an ambassador for, internal community engagement tools.
- Assist with the development and delivery of internal staff training for meeting facilitation, engagement best practices, and city policies/tools/practices related to outreach and engagement.
- Help prepare for and staff community engagement activities, such as project meetings and outreach efforts, as needed.
- Summarize and analyze results from engagement activities, identify common themes, and determine next steps and follow-up items.
- Perform research, planning and technical analyses related to community outreach and engagement.
- Plan and lead meetings with internal and external groups.

- Serve as a staff liaison or representative to various internal and external groups and initiatives, as needed.

Related Work

- Develop graphics and other communication materials necessary to convey information.
- Coordinate with other units, service areas, agencies, municipalities and organizations to advance quality outreach, public education, and community engagement.
- Present information, plans, and design concepts effectively at public meetings.
- Address complaints from citizens and others.
- Organize and facilitate public involvement processes.
- Assist in the preparation of grant applications, as needed.
- Participate in orientation and training of permanent and temporary employees.
- Perform other duties as assigned.

Knowledge of: (position requirements at entry)

- Principles and practices of community engagement and public outreach.
- Basic understanding of local government operations and urban planning principles
- Public engagement and facilitation techniques and strategies.
- Computers and software applications used in business settings (e.g. word processing, e-mail, spreadsheets, graphics, and databases).
- Customer service principles.
- Working knowledge of equity and contemporary race and social justice issues.
- Simple budget preparation practices and analysis of data.

Skills and Ability to:(position requirements at entry)

- Tell stories in an engaging and interactive way.
- Effectively communicate through strong oral and written communication to a diverse audience, including stakeholders with basic or advanced understanding of public infrastructure or municipal service delivery.
- Accurately interpret and implement policies, procedures, and regulations
- Problem solve and demonstrate decision making and analytical capabilities
- Analyze and organize information, prepare messages and medium to share findings, help create reports, and adapt to new approaches and innovations
- Set priorities, coordinate multiple projects, work independently, and meet deadlines
- Organize people, information, and materials.
- Handle groups of people that may have differing opinions and determine productive next steps in these scenarios.
- Facilitate and maintain control of meetings and events with large groups of people.
- Make decisions and problem solve.
- Set priorities, coordinate multiple projects, and meet critical deadlines.
- Communicate effectively through strong oral and written communication.
- Develop and maintain non-partisan, respectful and effective working relationships with all levels within the organization.
- Listen effectively to thoroughly understand the intended message.
- Collaborate and engage in shared exploration.

- Have resilience to engage in deep, challenging work.
- Coordinate, analyze and independently perform technical research and present the results.
- Apply appropriate policies, regulations, and procedures.
- Be curious, continually learn, and engage in self-reflection.

Equipment

Computer and software applications, fax machine, copier, telephone, and other miscellaneous office equipment

Education, Training and Experience (position requirements at entry)

Required:

- Bachelor’s degree from an accredited college or university with major coursework in one or more of the following areas: communications or marketing, public policy, engineering, planning, natural resources, environmental science, or other relevant field. (can be waived if applicant has a least 3 years of professional experience)
- Public speaking experience; developing and delivering presentations.
- At least two (2) years of progressively responsible experience in community engagement, public outreach, communications, planning, or related experience.
- Proficient in the following: Microsoft Office applications including Word, Excel, Powerpoint and Forms; Adobe Suite including InDesign; and online meeting and engagement platforms.
- The City of Ann Arbor will consider an alternative combination of education and work experience.

Preferred:

- At least one (1) year of experience in project or program management.
- Prior experience working in the public sector, specifically municipal government.

Licensing Requirements (position requirements at entry)

N/A

Physical Requirements

Positions in this class typically require: reaching, lifting, grasping and repetitive motions.

Individual must be able to either hear, talk, or see.

Move and lift light objects less than 20 lbs. such as mail, files, and supplies. Operating office equipment requiring continuous or repetitive hand/arm movements. The ability to remain in a sitting position for extended periods of time.

The physical demands described here are representative of those that may be met by an employee to successfully perform the essential duties of this position. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential duties.