

**Fresno Council of Governments**  
**Job Description**  
**Assistant Planner-Outreach Coordinator**  
**(Salary Range \$50,000 - 65,000)**

**Assistant Planner - Outreach Coordinator Job Description**

The Assistant Planner - Outreach Coordinator is a permanent full-time employee of Fresno Council of Governments, (Fresno COG) who works under the supervision of Fresno COG's Administrative Services Director. The Assistant Planner-Outreach Coordinator is tasked with planning and implementing public outreach strategies to generate increased knowledge of, and participation in, Measure C's Carpool Incentive, Vanpool Subsidy and Senior Scrip Programs, as well as planning responsibilities Fresno COG undertakes in its role as a metropolitan planning organization and regional transportation planning agency. This staff member provides committee support and website management, offers presentations on various programs, and provides program support to Fresno COG planning staff as well as Measure C team members. The Outreach Coordinator will enjoy a friendly staff, hearty benefit program, team collaboration and professional growth with opportunity for advancement.

**Responsibilities:**

- Collaborating with the Administrative Services Director, internal teams, clients and partners in the planning and implementation of communication plans and events
- Updating and maintaining the Measure C Commuter Carpool Incentive Program and Valleyrides.com website
- Supporting internal staff in implementing Measure C's Senior Scrip Program
- Developing plans and employing outreach planning practices to provide Measure C program participants with greater program utility and access and grow participation in each Measure C program implemented by Fresno COG
- Providing verbal and visual presentations regarding Measure C programs to committees, boards, employers, community groups and the public, as requested
- Attending community and employer events
- Assisting Fresno COG's PIO and Fresno County Transportation Authority's outreach team
- Updating social media accounts
- Preparing, formatting and editing a range of documents, plans and meeting agenda packets
- Working with Fresno COG's planning and programming staff to update or implement plans and programs
- Performing a variety of assignments related to integrated transportation and land use planning
- General office, other duties as assigned

**Knowledge, Abilities and Skills:**

- Ability to work and communicate with many types of people of differing ages and backgrounds, as well as employers and employees interested in program participation
- Strong written communication and presentation skills
- Experience with Facebook, Instagram, LinkedIn, and other social media platforms
- Knowledge of community outreach, public relations, event planning and/or marketing techniques
- Superb time management skills
- Friendly, enthusiastic and positive attitude

- Detail-oriented with the ability to manage multiple projects at a time
- Work well in teams or alone
- Knowledge of Adobe InDesign, Photoshop, Acrobat professional a plus but not required
- Must have a valid California driver's license and full-time utilization of a motor vehicle

**Educational Requirement:**

- Minimum of a bachelor's degree in planning, communication, English, journalism, political science, marketing or a related field required

**Physical Requirements:**

- Ability to lift and carry up to 30 lbs. for up to 5 feet
- Ability to pull heavy rolling cart
- Ability to stand for long periods, up to four hours at a time
- Flexibility to stand, kneel, bend, pivot, walk as required
- Ability to grasp, hold and carry outreach supplies, such as bundles of paper, brochures, tote boxes, hand carts, etc.