

# BERKSHIRE REGIONAL PLANNING COMMISSION - POSITION DESCRIPTION

## PART I: ORGANIZATIONAL INFORMATION

<b>Position Title</b> Community Engagement Specialist - Digital Equity	<b>Effective Date of Position</b> Description: July 1, 2023
<b>Name</b> Vacant	<b>Title of Supervisor</b> Senior Planner – Economic Development

## PART II: POSITION DESCRIPTION

This section contains a listing of the primary responsibilities and requirements for the Community Engagement Specialist position within BRPC.

### Position Definition:

- A. The Community Engagement Specialist will work in Pittsfield, talking with community organizations and the individuals they serve about their needs regarding internet access and the barriers preventing them from using the internet to its full potential.

### The primary responsibilities of this position are:

#### B. Community Engagement

- a. Going to places where community members live and work to encourage people to complete a 5-minute digital equity survey. Potential locations include affordable housing buildings, large retail stores, libraries, senior centers, food pantries, churches, and community-based organizations.
- b. Tabling at community events (some evenings or weekends required) to hand out surveys and talk about digital equity to people one-on-one.
- c. Giving 15- to 20-minute talks to small groups at community-based organizations about why affordable, reliable internet is important and can improve the quality of people's lives.
- d. Writing emails and making calls to community organizations to gather information about digital classes and resources they offer.
- e. Helping set up, take notes at, and co-lead with a BRPC staff person small focus groups with up to 10 people at which we will seek to learn more about people's internet needs and challenges.
- f. Assisting with press events such as radio and newspaper interviews and social media as needed.
- g. Helping as needed with event coordination such as ordering food, helping with table set-up and breakdown, and printing and assembling handouts and folders.
- h. Collecting paper surveys in the field and entering data into a computer database.
- i. Helping hang posters about digital equity in local businesses and at community-based organizations.

### Other responsibilities of this position are:

- C. Assisting the Senior Economic Development Planner and Economic Development Program Manager with projects as requested.

Competency:

To perform the job successfully, an individual should demonstrate the following competencies:

- A. Interpersonal Skills – Competently communicates with individuals and small groups.
- B. Oral Communication – Listens and requests clarification as necessary.
- C. Written Communication - Writes clearly and informatively.
- D. Time Management – Has strong time-management skills.
- E. Dependability – Follows instructions, responds to management direction, and completes tasks on time.

The minimum qualifications for this position are:

To perform this job successfully, an individual must perform each essential duty satisfactorily. The requirements below represent this position's required knowledge, skill, and/or ability. Reasonable accommodations may enable individuals with disabilities to perform essential functions.

The minimum qualifications for this specific position are:

- A. Education or training:
  - a. High school diploma or GED. Associate degree or higher preferred.
- B. Special licenses, registration, or certification:
  - a. Valid driver's license allowing operation of a motor vehicle in Massachusetts, or reliable mode of transportation.
- C. Knowledge, skills, and abilities:
  - a. Team player mentality.
  - b. Excellent time-management skills.
  - c. Openness to learning and feedback.
  - d. Strong written and oral communication skills, in-person and via phone/email.
  - e. Comfortable communicating with small groups and individuals.
  - f. Familiarity with Microsoft Office Word and Outlook.
  - g. Familiarity with Zoom and online event hosting.
  - h. Familiarity with grammar and spell check applications.
  - i. Familiarity with social media and marketing preferred.
  - j. Oral and written skills in a language other than English (i.e., Spanish, Haitian Creole, Portuguese) preferred.

**PART III: SIGNATURE LINES**

We understand the above statements, and they are complete to the best of our knowledge.

Employee's signature \_\_\_\_\_

Date \_\_\_\_\_

Supervisor's signature \_\_\_\_\_

Date \_\_\_\_\_

Executive Director's signature \_\_\_\_\_

Date \_\_\_\_\_