

# BERKSHIRE REGIONAL PLANNING COMMISSION - POSITION DESCRIPTION

## PART I: ORGANIZATIONAL INFORMATION

<b>Position Title</b> Program Associate	<b>Effective Date of Position Description:</b> October 1, 2023
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## PART II: POSITION SUMMARY

This section contains a summary of the main responsibilities and requirements for all Program Associate positions within BRPC. Specific responsibilities and requirements for this posting are described in PART III.

The major responsibilities of this position are:

1. Program/Project Responsibilities:

The Associate Planner serves as a team member for multiple regional and municipal planning and implementation projects. Responsibilities include:

- a. Provide support and information to staff and the public in the administration of designated program area(s).
- b. Perform administrative tasks in designated program area(s), including data entry and tracking, file and content management, budget tracking, and support of reporting requirements.
- c. Perform a wide range of functions under the supervision of program area senior staff, including research, data collection, assessment, and evaluation.
- d. Research and compile information on a variety of planning issues from multiple sources
- e. Perform contract administration tasks, such as creating invoices and tracking payments.
- f. Assist and support public participation in planning projects and implementation; assist senior staff in coordination and facilitation of public meetings, assisting other staff as appropriate. Post meetings and agendas as required by law. Take and prepare meeting minutes. Collate and assemble reports and material to be used at meetings.
- g. Complete assigned tasks according to schedule and hour/budget allocations.
- h. Provide support to Program Managers / Senior Planners / Planners as necessary.

2. Overall Agency Responsibilities:

- a. Develop and maintain automated tracking systems, hard copy files, and records.
- b. Provide support to the organization and management of the agency's material related to their area of expertise.
- c. Provide technical assistance and expertise to Berkshire region municipalities related to their area of expertise.
- d. Provide occasional technical assistance and support to other agency initiatives and projects.
- e. Support the development of grant applications and provides support material for grant development and project management.

The minimum qualifications for this position are:

A. Education or training:

- a. The Program Associate position requires, at minimum, an Associate's degree in a relevant field. Bachelor's degree preferred. Two years of responsible experience in an office environment or equivalent. Oral and written fluency in a language other than English highly desired.

B. Special licenses, registration, or certification:

- a. Valid driver's license allowing operation of a motor vehicle in Massachusetts.

C. Knowledge, skills, and abilities:

- a. Working knowledge of office practices and procedures.
- b. Ability to work with and maintain a high level of confidentiality.
- c. Knowledge of principles and practices of research, data collection, and analysis.
- d. Ability to complete multiple tasks on time and within budget.
- e. Strong communication skills, especially the ability to write effectively and work with the public.
- f. Ability to work on several projects or issues simultaneously.
- g. Ability to work independently or in a team environment as needed.
- h. Working proficiency in Microsoft Office programs, including Word, Excel, Outlook, and PowerPoint.
- i. Familiarity with Adobe Creative Suite programs and Canva.

### PART III. DETAILED POSITION DESCRIPTION

<b>Position Title</b> Program Associate	<b>Effective Date of Position Description:</b> October 10, 2023
<b>Name</b>	<b>Title of Supervisor</b>

This section contains a description of the main responsibilities and requirements for this **specific** Program Associate position **in addition** to those described in PART II.

Position Definition:

The Economic Development Program Associate will work with multiple Berkshire County municipalities. The primary responsibility of this position is to support BRPC's Digital Equity Planning initiative by talking with community members impacted by the digital divide and the organizations that serve them about their needs regarding internet and broadband access and the barriers preventing them from using the internet to its full potential. The Program Associate will also support BRPC's Shared Economic Development Planning Program, in which several Berkshire County municipalities receive technical support on a limited basis related to specific projects (e.g., Cultural District management, communications and marketing, business community outreach and networking, grant writing assistance, etc.)

Program/Project Responsibilities:

A. Digital Equity Community Engagement

- a. In-person visits to places where community members live and work to encourage the completion of a 5-minute digital equity survey. Potential locations include affordable housing buildings, libraries, senior centers, food pantries, churches, and community-based organizations.
- b. Tabling at community events (some evenings or weekends required) to encourage survey participation and explain the digital equity planning program to residents.
- c. Giving 15- to 20-minute talks to small groups at community-based organizations about why internet and broadband affordability, adoption, and access are important and can improve the quality of people's lives.
- d. Writing emails and calling community organizations to gather information about classes, resources, and support they provide to document local digital assets.
- e. Arranging, co-leading, and documenting content gathered at focus groups with up to 10 people to learn more about people's internet and broadband needs and challenges.
- f. Assisting with press events such as radio and newspaper interviews and social media as needed.
- g. Helping with event coordination such as ordering food, table set-up and breakdown, printing and assembling handouts, and other logistics.
- h. Collecting paper surveys in the field and entering survey data into a computer database.
- i. Helping distribute and/or post flyers about digital equity in local businesses and at community-based organizations.

B. Shared Economic Development Planning (SEDP) Program Support

- a. Participate in meetings with municipal staff and local advisory or steering committee members.
- b. Take and prepare minutes for all SEDP meetings.
- c. Support BRPC staff in implementing SEDP-related projects and initiatives, including developing communication and marketing materials (social media posts, e-newsletters, etc.).
- C. Other - Assisting the Economic Development Program Manager and Economic Development Senior Planner with projects as requested.

The minimum qualifications for this specific position are:

D. Education or training:

- a. The Program Associate position requires, at minimum, an Associate's degree in a relevant field. Bachelor's degree preferred. Two years of responsible experience in an office environment or equivalent.

E. Special licenses, registration, or certification:

- a. Valid driver's license allowing operation of a motor vehicle in Massachusetts.

F. 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. Familiarity with Zoom and online event hosting.
- f. Familiarity with social media and marketing preferred.
- g. Oral and written skills in a language other than English (Spanish, Haitian Creole, or Portuguese) preferred.
- h. Willingness and ability to travel within Berkshire County to attend meetings, conduct site visits, and interact with municipalities participating in BRPC projects or contracts. May be required to attend meetings outside Berkshire County on an occasional basis.
- i. Some nights and weekends may be required.

**PART IV. PERFORMANCE PLAN: July 1, 2023 – June 30, 2024**

- N/A

(Additional Comments by Employee)

**PART V: 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 \_\_\_\_\_