County Of San Diego **Class No. 002434**
New: November 21, 1997
Reviewed: Spring 2003

COMMUNITY SERVICES REPRESENTATIVE

DEFINITION:

Under direction, to research, analyze, prepare and measure community and customer satisfaction; to design and implement community education, promotion campaigns and activities designed to continually improve customer satisfaction with county services, personnel, and programs; and to perform related work.

DISTINGUISHING CHARACTERISTICS:

Community Services Representative is a professional class responsible for a broad range of measurement, analysis and promotion activities designed to continually improve community and customer satisfaction with county services, personnel, programs, systems, and delivery methods. Incumbents typically report to executive or administrative managers and perform a broad range of data collection, troubleshooting/liaison, community education, public relations and marketing activities.

EXAMPLES OF DUTIES:

Researches, analyzes and selects methods to measure or sample community and customer satisfaction with a department's services, personnel, programs, or systems; prepares satisfaction surveys and performs data analysis and interpretation to provide department executives with survey results and recommendations for improvement; develops and participates in community education and promotional events to increase public awareness of departmental services and/or changes implemented in response to identified customer needs; represents the department at meetings or events; receives complaints, suggestions and requests directly from customers, county personnel, officials, and representatives of contracting cities or agencies; investigates, analyzes, and recommends appropriate response/resolution options or methods; initiates and answers correspondence related to customer problems and complaints and may resolve citizen complaints; participates on task forces to identify and recommend changes in policies, procedures and operations to enhance customer satisfaction; meets with customers, community groups, employees and others to solicit feedback on proposed or new programs, procedures and policies; tests marketing plan effectiveness by developing before and after measures of customer satisfaction; prepares and delivers oral and media presentations; prepares reports, scripts, slide shows and other presentations; establishes and maintains regular contacts with the press community groups and county government officials to meet the department's public education and information needs; may write articles and press releases on department's activities and functions and coordinate release distribution to the media; may organize and conduct county tours for citizen and educational groups; may design and write brochures and other marketing material; may supervise the work of subordinate assistants or volunteer staff.

MINIMUM QUALIFICATIONS:

Knowledge of:

- Methods of planning and implementing an effective customer satisfaction improvement program.
- Research methodology, statistical concepts and data analysis.
- Methods and techniques used in planning public awareness, education and media events.
- Techniques in developing and producing audio-visual presentations.
- Report preparation and writing.

Skills and Abilities to:

- Determine community, customer and employee satisfaction using analytical methods.
- Analyze quantitative data using statistical tools.
- Interpret data and develop suggestions, methods and action plans to improve customer satisfaction and improve department operations.
- Receive sensitive information and maintain productive liaison between the departments and its customers, employees, other departments, officials, agencies and the news media.
- Represent the department at a wide variety of county, community and public events.
- Compose a wide variety of written material including news releases, articles, research and educational material.
- Perform work using computers and modern office equipment.
- Complete assignments within strict time constraints.
- Maintain confidentiality of sensitive information.
- Effectively communicate in oral and in written form.
- Establish and maintain effective working relations with those contacted during the course of work.
- Coordinate the activities of others in the preparation and presentation of work.

EDUCATION/EXPERIENCE:

Education, training, or experience, which clearly demonstrate possession of the knowledge, skills and abilities stated above. Examples of qualifying education/experience are:

1. A bachelor's degree from an accredited college or university. Relevant professional level work in community education/relations, customer/product research, analytical and statistical data analysis may be substituted for education on a year-for-year basis; OR,

2. One (1) year of experience as an Administrative Trainee with the County of San Diego or a similar position with another agency or firm performing professional level work which included policy and procedure interpretation, budget and fiscal analysis, special studies and projects involving statistical analysis, and general administration; OR,

3. A master's degree in business administration, public administration, or related field is considered qualifying.

SPECIAL NOTES, LICENSES, OR REQUIREMENTS:

License:

A valid California Class C driver's license is required at time of appointment or the ability to arrange transportation for field travel. Employees in this class may be required to use their own personal vehicle.

Probationary Period:

Incumbents appointed to permanent positions in this class shall serve a probationary period of twelve (12) months (Civil Service Rule 4.2.5).