

**South Central Region Council of Governments (SCRCOG)
Job Description**

Job Title	Community Highway Safety Program Specialist
Department	Transportation
Category	Full-Time
FSLA	Hourly
Pay Grade	
Report to:	Executive Director and Deputy Director/Director of Transportation Planning
Supervises:	n/a

Position Summary/Purpose:

The Community Highway Safety Program Specialist is responsible for coordinating and implementing highway safety programs and initiatives aimed at reducing crashes, injuries, and fatalities on public roadways.

This role involves developing and managing partnerships with various stakeholders, designing, and executing educational campaigns, and analyzing data to assess program effectiveness. The Community Highway Safety Program Specialist works closely with government agencies, law enforcement, education and community organizations, and other relevant parties to promote and enhance highway safety.

This position reports to, and works under the general direction of, Executive Director and the Deputy Director/Director of Transportation Planning. The Community Highway Safety Program Specialist exercises considerable initiative and independent judgment within an assigned area of responsibility, and work is subject to evaluation based on results obtained.

The Community Highway Safety Program Specialist will coordinate multiple projects and will be directly involved in departmental decision-making alongside their supervisor and other SCRCOG staff members.

Essential Job Objectives:

The Community Highway Safety Program Specialist will utilize existing and developed programming to further the following objectives over the Federal fiscal year. Data collection and analysis of crashes will identify patterns and trends, informing the development of targeted interventions and countermeasures. Programs, campaigns, events, and communications will be aimed to reach audiences such as youth, elderly, underserved populations, pedestrians, cyclists,

and motorcyclists. The inclusion of Public Participation and Engagement (PP&E) will help to support and inform highway safety decision-making. This role will ensure that each municipality in the SCRCOG region benefits from the program.

Objectives

1. **Promote Safe Driving Behavior:** Educate young and elderly drivers about safe driving practices, including obeying traffic laws, avoiding distractions, wearing seatbelts, and not driving under the influence of alcohol or drugs. Schedule outreach events in each of the 15 SCRCOG municipalities and track participation.
2. **Decrease Impaired Driving:** Implement strategies to discourage and prevent impaired driving, such as sobriety checkpoints, public awareness campaigns, and stricter enforcement of laws related to driving under the influence. Administer outreach and public events in each of the 15 SCRCOG municipalities and track attendance.
3. **Address Distracted Driving:** Develop initiatives to combat distracted driving caused by activities like texting, talking on the phone, and using in-car entertainment systems while driving. Oversee communications and program delivery including hosting events in each of the 15 SCRCOG municipalities and track attendance.
4. **Decrease Speeding:** Develop initiatives to reduce the incidents of speed related crashes. Schedule programming, communications, events in each of the 15 SCRCOG municipalities and track attendance and reach. Use the State of CT Crash Depository to compare statistics during the project period for each of the 15 SCRCOG municipalities.
5. **Promote Pedestrian and Cyclist Safety:** Develop and promote initiatives to enhance the safety of pedestrians and cyclists by educating both drivers and non-motorists about sharing the road safely. Devise strategic communications and events in each of the 15 SCRCOG municipalities and track public involvement.
6. **Target High-Risk Groups and Underserved Communities:** Identify and focus efforts on high-risk groups such as young drivers, senior citizens, and commercial vehicle operators through specialized education, training, and awareness programs. Ensure community engagement targets underserved communities. Identify high-risk groups and underserved communities by using existing data and track programming, communications and events that reach those identified groups.
7. **Integrate Public Participation and Engagement (PP&E):** Incorporate PP&E that will proactively seek full representation from SCRCOG communities, consider public comments and feedback, and incorporate that feedback into projects, programs, or plans.

Additional responsibilities related to Highway Safety Topics could include: attending and participating in SCRCOG Board meetings as well as SCRCOG-related meetings with municipal, state and federal entities; attending meetings, conferences, workshops, and training sessions to enhance knowledge and skills; identifying opportunities for and providing technical informational and planning assistance to member municipalities; collaborating with adjacent Councils of Governments as needed; and assisting the Executive Director and Deputy Director/Director of Transportation Planning as needed or directed.

(The essential functions or duties listed below are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the position.)

Essential Functions/Activities

The Community Highway Safety Program Specialist will achieve the program objectives by conducting some or all of the following activities in each of the 15 SCRCOG municipalities and/or regionally.

1. Launch public awareness campaigns that reach all 15 SCRCOG municipalities, to educate drivers, passengers, and pedestrians about safe driving practices, the importance of wearing seat belts, not driving under the influence of alcohol or drugs, and the dangers of distracted driving. Use existing programs and personalize programs to the region/municipality when appropriate. Personalize campaigns to address targeted populations such as older/younger drivers, underserved populations, pedestrians, cyclists. Personalize campaigns to address differences between rural and urban/suburban safety issues.
2. Establish communication with the Superintendents and principals in each SCRCOG municipality to discuss programming in at least middle schools and high schools and collect feedback through focus groups and surveys.
3. Build partnerships with SCRCOG municipal leaders, police departments, school districts, higher educational institutions, senior centers, recreation directors, stakeholder groups such as cycle clubs, and others who can assist in highway safety programming and messaging.
4. Create Highway Safety social media accounts. Create regular highway safety social media posts and graphics. Arrange for SCRCOG municipalities to share on their social media accounts.
5. Promote highway safety by appearing on any local tv and radio news outlets, public TV programs, and podcasts.

6. Develop educational materials, including brochures, presentations, videos and training resources that can be distributed around the region.

7. Maintain a performance measurement accounting system to measure program effectiveness. Feedback from community events, websites, surveys, focus groups and any other methods will be collected and analyzed to determine impact and outcomes.

Minimum Required Qualifications:

Education, Training and Experience:

To be considered, applicants must have a bachelor's degree from an accredited university in communications, urban or regional planning, public administration, public policy, political science or a related field, and a minimum of 1-3 years of professional experience ideally in communications, community organizing, planning-related organization; OR any equivalent combination of education, training, and work experience. Bilingual ability valued.

Special Requirements:

Must have and maintain: Valid CT Driver's License

Knowledge, Ability and Skill:

- Principles and practices of program coordination including an understanding of key current highway safety concepts.
- Knowledge of Connecticut municipal operations
- Knowledge in social media and marketing strategies
- Research methods and analysis
- Project development, implementation, and management.
- Research and analyze current trends in highway safety.
- Communicate clearly and effectively orally and in writing, including the editing, oversight, or preparation of technical reports, and the presentation of information.
- Coordinate and facilitate meetings both in person and hybrid.
- Establish and maintain effective working relationships with SCRCOG Board, staff, municipal leaders, federal and state agencies, and other community stakeholders.
- Organize, coordinate, and prioritize multiple project assignments.

Job Environment:

Office work is performed in a moderately quiet office. Field work is performed outdoors in all weather conditions.

Requires the operation of a vehicle, the operation of telephones, copiers, facsimile machines, and other standard office equipment.

Makes constant and periodic contact with Regional, State and Federal agencies, departments and organizations, municipal departments and staff, residents, commission members, and the public. Communication is frequently in person, by telephone, fax, email, and in writing. Contacts require confident, tactful presence and calm demeanor.

Errors in judgment or omissions could result in delay in service, injury to self, rework and legal ramifications and potential liability.

Physical and Mental Requirements:

Work Environment

	None	Under 1/3	1/3 to 2/3	Over 2/3
Outdoor Weather Conditions		X		
Work in high, precarious places	X			
Work with toxic or caustic chemical	X			
Work with fumes or airborne particles	X			
Non weather related –extreme heat/cold	X			
Work near moving mechanical parts	X			
Risk of electrical shock	X			
Vibration	X			
Other-Driving		X		

Physical Activity

	None	Under 1/3	1/3 to 2/3	Over 2/3
Standing		X		
Walking		X		
Sitting				X
Talking & Hearing			X	
Using hands/fingers to handle/feel/type				X
Climbing or balancing		X		
Stooping, kneeling, crouching, crawling		X		
Reaching with hands and arms				X
Smelling	X			

Bending, pulling, pushing -filing		X		
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Lifting Requirements

	None	Under 1/3	1/3 to 2/3	Over 2/3
Up to 10 pounds		X		
Up to 25 pounds	X			
Up to 50 pounds	X			
Up to 75 pounds	X			
Up to 100 pounds	X			
Over 100 pounds	X			

Noise Levels

	None	Under 1/3	1/3 to 2/3	Over 2/3
Very Quiet (forest, isolation booth)	X			
Quiet (library, private office)		X		
Moderate noise (computer, light traffic)				X
Loud Noise (heavy equipment/traffic)	X			
Very Loud (jack hammer work)	X			

Vision requirements

- Close vision (i.e. clear vision at 20 inches or less)
- Distance vision (i.e. clear vision at 20 feet or more)
- Color vision (i.e. ability to identify and distinguish colors)
- Peripheral vision (i.e. ability to observe an area that can be seen up and down or left and right while the eyes are fixed on a given point)
- Depth perception (i.e. three dimensional vision, ability to judge distances and spatial relationships)

(This job description does not constitute an employment agreement between the employer and employee. It is used as a guide for personnel actions and is subject to change by the employer as the needs of the employer and requirements of the job change.)