

COMMUNITY AFFAIRS SPECIALIST

DEFINITION

Under direction, participates in a variety of professional and administrative activities to build public awareness of the District, improve customer satisfaction and to educate stakeholders and students; supports the District's community outreach efforts including the design and implementation of water education and public affairs programs; writes and designs publications, brochures, and various forms of communication for stakeholders, customers and students; assumes responsibility for water education and assigned community outreach programs; oversees special projects; and performs related duties as assigned.

SUPERVISION RECEIVED AND EXERCISED

Receives direction from assigned supervisory or management personnel. Exercises no direct supervision over staff.

CLASS CHARACTERISTICS

Under direction, this journey level classification leads and participates in professional and administrative activities to build public awareness of the District, to improve customer satisfaction and to educate stakeholders and students; performs tasks that are varied and complex, requiring the use of considerable discretion and independent judgment in ensuring the efficient and effective functioning of assigned programs. Assignments are given with general guidelines and incumbents are responsible for establishing objectives, timelines, and methods to deliver work products or services. Work is typically reviewed upon completion for soundness, appropriateness, and conformity to policy and requirements.

EXAMPLES OF TYPICAL JOB FUNCTIONS (Illustrative Only)

Management reserves the right to add, modify, change, or rescind the work assignments of different positions and to make reasonable accommodations so that qualified employees can perform the typical functions of the job.

- Administers the District's water education programs in local public and private schools including teacher training, classroom presentations, field trips, contests, and educational material distribution and content; coordinates education programs and contests, including poster, science fair, career day, and special events.
- Sets the overall tone and content of social media posts, events and workshops related to water education; prepares and distributes District publications including newsletters, brochures, press releases, miscellaneous publications for other departments; coordinates interface with design and printing consultants regarding layout, illustrations, and project coordination; assists other departments with the design and content of miscellaneous publications and public notifications.
- Researches, evaluates, designs, and selects educational materials that are current, age-relevant, and meet current educational standards; selects and orders new instructional materials; maintains an inventory of educational materials and supplies.
- Develops and implements community outreach programs; serves as a liaison with District departments relative to projects affecting the community; coordinates and conducts community informational meetings and seeks public input; prepares and delivers speeches

and presentations to community groups and assists in coordinating other speakers as needed; represents the District at community and water industry meetings and events; serves as a liaison with citizens, homeowners groups, community organizations and a variety of governmental organizations and officials.

- Delivers presentations to schools, teachers, and community groups on water quality, demand and supply, efficient use, wastewater treatment, water reclamation, water efficiency/conservation, and careers in the water industry; assists in production of documentary videos, films, and slide presentations.
- Participates in the public affairs webpage updates; designs new features and content; assists with monitoring and managing social media content, including District social media accounts.
- Serves as community outreach liaison for local programs; represents the District at selected local functions and water and/or special organizational functions, including those occurring outside normal working hours; assists with responses to customer/constituent complaints and inquiries that are not routinely addressed by the Customer Service group.
- Analyzes availability and feasibility of grant funding for education programs funding; assists with grant applications to secure funding; ensures reports and program budgets are completed as required.
- Researches data, creates ideas, and writes copy for District related publications and presentations; assists media contacts with information and article production.
- Conducts tours for public and private schools, community groups and organizations, and outside agencies; assumes responsibility for preliminary materials, staff scheduling, tour guidance, and follow-up as assigned.
- Coordinates and oversees assigned special projects including community meetings and special events; oversees project coordination, staff scheduling, and special arrangements.
- Responds to or arranges for responses to media inquiries, assists with news releases and arranges media interviews and public service announcements; establishes and maintains effective media relations, coordinates, and assists with media activities and events, assists other departments in the preparation of announcements and public information materials.
- Plans and monitors public affairs program expenditures to efficiently use budgeted funds; maintains statistics and prepares an annual report of educational programs and accomplishments.
- Performs related duties as assigned.

QUALIFICATIONS

Knowledge of:

- Basic operations, services, and activities of a public information and community outreach program; services, activities, functions, programs, and operations of the District; public agency practices, policies, and standards.
- Concepts, practices, procedures, methods, and techniques used in public relations, media relations, and community outreach; methods and techniques used in developing communications for internal and external audiences; public speaking and instruction techniques and practices.
- Principles, methods, and practices applied in design of educational curricula and materials for use in elementary and secondary school programs in the State of California Standards for grades K-12.
- Principles, methods and techniques of graphic design, layout, and print production; writing principles and practices including elements of persuasive writing and argument; preparation and editing of publications; newspaper style writing and format.

- Principles and practices of research, report preparation, file maintenance and information retrieval systems.
- Methods and techniques of graphic design, layout, and print production; appropriate use of graphic and resource materials.
- Pertinent federal, state, and local laws, codes, and safety regulations.
- Basic principles and practices of budget preparation and administration.
- Principles and practices of record keeping and records management.
- Techniques for providing a high level of customer service by effectively dealing with the public, vendors, contractors, and District staff.
- The structure and content of the English language, including the meaning and spelling of words, rules of composition and grammar.
- Modern equipment and communication tools used for business functions and program, project, and task coordination, including computers and software programs relevant to work performed.

Ability to:

- Assist with promotion of water education and assigned community outreach programs; prepare written materials and interpret and present technical information for a variety of audiences; create effective graphic designs and creative approaches for use in education programs; effectively speak in public and provide classroom instruction.
- Understand the organization and operation of the District and of outside agencies as necessary to assume assigned responsibilities; accurately research, interpret and communicate District related facts, procedures, and policies to other agencies, media, and the public; write and edit copy for publications, news releases, correspondence, and speeches.
- Analyze problems, identify alternative solutions, project consequences of proposed actions and implement recommendations in support of goals.
- Participate in the preparation of a variety of administrative and financial reports and in the preparation and administration of assigned budgets; implement and maintain filing systems.
- Participate in researching, designing, planning, and implementing public information, legislative, and/ or educational efforts.
- Participate in the development and administration of the District's website.
- Perform with a wide degree of creativity to develop innovative solutions to design and communications problems.
- Work under steady pressure with frequent interruptions and a high degree of public contact by phone or in person.
- Maintain on-going professional relationships with community and school district representatives.
- Independently organize work, set priorities, meet critical deadlines and follow-up on assignments.
- Use tact, initiative, prudence and independent judgment within general policy and procedural guidelines.
- Effectively use computer systems, software applications relevant to work performed and modern business equipment to perform a variety of work tasks.
- Communicate clearly and concisely, both orally and in writing, using appropriate English grammar and syntax.
- Establish, maintain, and foster positive and effective working relationships with those contacted in the course of work.

Education and Experience:

Any combination of training and experience that would provide the required knowledge, skills, and abilities is qualifying. A typical way to obtain the required qualifications would be:

Education:

Equivalent to a bachelor's degree from an accredited college or university with major coursework in public relations, media relations, education, business or public administration, or a related field.

Experience:

- Three (3) years of increasingly responsible field experience in public relations, water education and/or community outreach.

Licenses and Certifications:

- Possession of a valid California Class C driver's license, to be maintained throughout employment.

PHYSICAL DEMANDS AND WORKING ENVIRONMENT

The conditions herein are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential job functions.

ENVIRONMENT

Standard office setting; frequent interaction with District staff, the general public, elected officials, and the media.

PHYSICAL

- Level Two

Incumbents require sufficient mobility to work in an office setting; stand or sit for prolonged periods of time; operate office equipment including use of a computer keyboard; light lifting and carrying; ability to verbally communicate to exchange information.

VISION

See in the normal visual range with or without correction; vision sufficient to read computer screens and printed documents; and to operate assigned equipment.

HEARING

Hear in the normal audio range with or without correction.