

WATER EFFICIENCY COORDINATOR

DEFINITION

Under direction, performs a variety of professional and administrative activities in support of the District's conservation and water use efficiency programs; participates in and/or leads a variety of community outreach efforts to build public awareness; oversees program activities and recommends, develops, and coordinates District conservation initiatives; conducts site visits to customers to recommend improvements for water efficiency; assists in analyzing program goals, performance measures, and sources of funding; 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

This journey level classification is responsible for independently developing and providing conservation and water use efficiency education materials, presentations, and activities. Positions at this level work on tasks that are varied and complex, requiring the use of considerable discretion and independence ensuring the efficient and effective functioning of the assigned program or operational area. 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.

- Plans, organizes, coordinates, and administers workshops and informational training for the public regarding water use efficiency/conservation, landscaping, irrigation, runoff, and related water efficiency activities; makes presentations to community groups, schools, individual customers, and other groups on conservation/efficiency efforts; drafts presentations, training materials, and related documents.
- Designs, develops, recommends, and implements conservation/efficiency policies, ordinance provisions, programs and initiatives including retrofit and demonstration programs in conformance with state and local regulations and ordinances; ensures the District achieves the objectives and requirements of the California Water Efficiency Partnership (CalWEP) best management practice (BMP) for conservation.
- Writes technical reports, correspondence, and other materials; gathers and evaluates data; composes written reports to customers outlining suggestions for improving water use efficiency; enters survey information for tracking and reporting purposes.

- Performs customer service functions related to water efficiency; solicits, schedules and conducts on-site surveys and inspections for indoor and outdoor water use practices; makes recommendations for improving water use efficiency; confers with customers and property owner to identify and discuss conservation opportunities in landscape irrigation and commercial and industrial processes; provides watering schedules and information about low-water use plants and efficient watering practices; provides information to customers about outdoor water use, including evapotranspiration and the District's rate structure.
- Coordinates public awareness, information or community involvement programs or internal communication projects; designs, develops and creates supporting materials including flyers, brochures, newsletters, fact sheets, bill inserts, overlays, charts, and other print/graphic materials; conducts background research to write materials; organizes and coordinates deadlines and production schedules to carry out program responsibilities; assists other departments in the preparation of announcements and public information materials.
- Calculates water budgets for customers based on District allocation formulas; evaluates irrigation plans and works with landscape contractors, developers, property managers and consultants to resolve water usage and design problems; monitors monthly customer usage compared to allocation and notifies customers of excess usage.
- Assist with drought reporting, BMP reporting and water loss audit reporting as needed; assists with the review of the Water Shortage Contingency Plan and the Urban Water Management Plan.
- Develops, recommends, completes, and submits grant applications and proposals to secure water efficiency and conservation program funding; prepares applications for national and state awards for District programs and projects; represents the District on state-wide task forces and with other industry groups on water efficiency/conservation matters.
- Develops and maintains working relationships with Metropolitan Water District and other agencies on efficiency and conservation matters; builds and maintains relationships with cities, school districts, homeowners groups, local businesses and other community organizations to assist in furthering water efficiency and conservation efforts; confers with representatives of the landscape profession, other utilities, industry association, manufacturers and vendors of water devices as necessary to obtain and provide technical information.
- Represents the District at professional or industry group meetings and remains current on new developments in the field of water efficiency and conservation.
- Performs related duties as assigned.

QUALIFICATIONS

Knowledge of:

- Water industry and public sector including structure and governance of special districts and general understanding of water and wastewater services.
- Conservation principles and programs commonly used in a water utility and water conservation devices and material.
- Evapotranspiration and its application to landscape water management and the types and characteristics of water conserving plants, landscape designs, soils, turf grasses and irrigation systems.
- Principles and practices of public speaking, event planning and scheduling, promotions, and logistics.
- Social media best practices including preferred content, formats, and distribution methods for each platform; website content management systems and Associated Press formatting.

- Advertising and public relations industry practices and trends; methods and techniques of writing for advertising, marketing, and public relations; principles, methods and techniques of graphic design, layout, and print production.
- 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:

- Market, organize and conduct effective water efficiency and water auditing programs.
- Effectively speak at education and community events demonstrating mastery of water efficiency programs; operate audio-visual equipment.
- Research, develop and implement water efficiency and associated programs and secure funding through grant applications.
- Analyze customer water use problems and make practical independent decisions and recommendations based on specifics found.
- Read and interpret complex technically written materials; translate technical information into interesting, age-relevant presentations for schools and community groups.
- Develop and maintain knowledge of proper plants and landscapes for Southern California and irrigation systems and practices, including but not limited to weather-based controllers, irrigation distribution systems and low water landscapes.
- Apply writing style and techniques appropriate for differing business and journalistic/public relations purposes.
- Create effective graphic designs and creative approaches for use in public information and education programs.
- Independently organize work, set priorities, meet critical deadlines and follow-up on assignments, exercise sound judgement.
- 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 including the media.

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, physical sciences, environmental science, horticulture, landscape architecture, or a related field.

Experience:

- Three (3) years of increasingly responsible field experience in water efficiency or a related discipline such as landscape or irrigation design.

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

Employees work under typical office conditions, and the noise level is usually quiet. Assignments require attending numerous evening and weekend functions on behalf of the Authority. Incumbent will work outside in the field in consultation with customers on application of conservation equipment and practices.

PHYSICAL

- Level One

While performing the duties of this job, employees are regularly required to sit; talk or hear, both in person and by telephone; use hands to finger, handle or feel objects or controls; and reach with hands and arms. Employees are frequently required to stand and walk and occasionally lift and carry up to 25 pounds.

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.