



## Job Description

*Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties, or responsibilities that are required of the employee for this job.*

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| <b>Job title</b> | Public Affairs Specialist I/II |
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### **GENERAL PURPOSE**

Under general supervision performs a wide variety of routine to complex tasks and responsibilities related to stakeholder outreach, events, and administrative support functions within the Public and Governmental Affairs Department. Positions may be assigned to different programs within the department (i.e. education, customer sector focus- bilingual, and strategic communications) and serve as liaison with external and internal groups accordingly.

### **DISTINGUISHING CHARACTERISTICS**

#### **Public Affairs Specialist I:**

This is the entry-level classification in the Public Affairs Specialist series. Initially under close supervision, incumbents learn and perform routine tasks related to the implementation of strategic communications and community engagement activities. This position must be familiar with performing routine duties in the coordination of stakeholder communication, events, and outreach programs, as well as administrative functions such as management of stakeholder databases and mailings.

Positions at this level usually perform most of the duties required of the positions at the Public Affairs Specialist II level but are not expected to function at the same skill level and usually exercise less independent discretion and judgment in matters related to work procedures and methods. Work is usually supervised while in progress and fits an established structure or pattern. Exceptions or changes in procedures are explained in detail as they arise. Close supervision and frequent review of work lessens as an incumbent demonstrates skill to perform the work independently while exercising good judgment and initiative.

#### **Public Affairs Specialist II:**

This is the fully qualified journey-level classification in the Public Affairs Specialist series responsible for performing the full range of duties as assigned, working independently, and exercising solid judgment and initiative. Positions at this level receive only occasional instruction or assistance as new or unusual situations arise and are fully aware of the operating procedures and policies of the work unit.

This class is distinguished from the Public Affairs Officer series in that the latter performs more complex tasks and responsibilities at a much higher level of independence,

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discretion, and judgement.

### **SUPERVISION RECEIVED AND EXERCISED**

Receives close to general supervision from the designated Public Affairs Manager. Exercises no direct supervision over staff. May exercise day to day work direction and guidance to interns and contractors.

### **TYPICAL DUTIES AND RESPONSIBILITIES**

*The 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 this position.*

- The incumbent, while exercising his/her authority, shall abide by and promote the District's guiding principles and adhere to the District's ethics policy.
- Coordinates and administers assigned District-wide outreach, education and awareness programs; markets and develops interest in available programs and materials using a variety of techniques.
- Coordinates and tracks all aspects of established programs, including finalizing agreements for signature, procurement, file maintenance, promotional and educational materials, and survey distribution and compilation.
- Represents the District at community service and public and governmental relations functions as assigned; works collaboratively with partnering community groups to implement programs on and off-site; coordinates and hosts promotional booths; coordinates and/or assists with trade show display set-up and break-down; and leads tours for the public as needed.
- Assists with and/or develops customer engagement and outreach collateral, news releases, media clips, education and related communication materials – created and executed by both staff and consultants.
- Provides support to other public agencies related to District programs, as needed.
- Assists with or coordinates District special events, tours and related functions; organizes and facilitates public meetings, and develops exhibits promoting District programs, initiatives and campaigns.
- Coordinates and leads field visits, presentations and tours of District facilities and operations for various clubs, schools and community groups.
- Provides contributions to the District website, intranet and social media functions.
- Maintains and reviews assigned department documents, databases and inventories to ensure accurate information; examines supporting documentation to establish proper authorization and conformance with District policies, agreements, contracts and state and federal requirements.
- Prepares, researches, compiles, and analyzes data for various reports, including department budget, and special projects.

- Adheres to office procedures including record management policies and procedures, ensuring compliance with the District's record retention policy.
- Maintains statistics and prepares report(s) of programs and accomplishments.
- Assists with proofreading and providing input on communication materials.
- Evening and weekend work may be required as job duties demand.
- Responds to general public inquiries.
- Performs related duties as assigned.

Additional Essential Functions for Public Affairs Specialist II:

- Recommends and implements changes in Public and Governmental Affairs Department systems and procedures.
- Works with other EMWD staff to formulate methods and approaches for addressing community, education, and agency concerns.

### **REQUIRED QUALIFICATIONS**

*Positions at the Public Affairs Specialist I level may exercise some of these knowledge and abilities statements in a learning capacity.*

Knowledge of:

- Public affairs, public relations and/or marketing practices.
- Principles, methods and practices applied in design of educational curriculum and materials for use in school programs or outreach programs, if assignment pertains to these programs.
- Principles, methods and techniques of graphic design, layout and print production, if assignment pertains to these programs.
- State of California Standards for grades K-12, if assignment pertains to these programs.
- District and mandated safety rules, regulations, and protocols.
- 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.
- Principles, methods, and techniques to complete research for programs and projects.
- Principles and practices of data collection and report generation.

Ability to:

- Prepare a variety of routine to complex statements, reports, and analyses.
- Make effective and engaging oral presentations clearly, logically and persuasively.
- Utilize exceptional customer service and communication skills both verbally and in

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writing, with the ability to cultivate professional business partnerships and inspire team collaboration.

- Think creatively and seek alternative solutions in order to produce results that benefit the District, its internal and external customers, while clearly articulating options to management.
- Use tact, initiative, prudence, and independent judgment within general policy and procedural guidelines.
- Follow and apply oral and written work instructions.
- Effectively use computer systems, software applications relevant to work performed, and modern business equipment to perform a variety of work tasks.
- Provide guidance and training to internal staff and interns, as assigned.
- Establish, maintain, and foster positive and effective working relationships with those contacted in the course of work.
- Adherence to District personnel rules, policies and labor contract provisions with the ability to exercise sound independent judgment within general policy guidelines.
- Produce effective graphic designs and creative approaches for assigned tasks.
- Understand, interpret, and apply all pertinent laws, codes, regulations, policies, and procedures, and standards relevant to work performed.

Public Affairs Specialist II must exercise the above qualifications, combined with the ability to:

- Be a self-starter, resourceful and able to work independently with minimum supervision.
- Independently organize work, set priorities, meet critical deadlines, and follow-up on assignments.
- Perform work under changing, intensive deadlines on multiple concurrent tasks.
- Understand current issues and state laws related to water, wastewater, and recycled water.
- Understand changing media landscape, how people use media, availability of media, and general media literacy; may be asked to respond to/assist with media relations activities.
- Independently utilize current methods and techniques for facilitating public meetings and conducting presentations.
- Apply basic water use efficiency principles and program communications commonly used in other water utilities.
- Utilize Associated Press best practices.

Experience:

*Any combination of experience and education that provides the required knowledge and abilities is qualifying, along with the specific licenses/certifications as outlined below:*

Public Affairs Specialist I:

- One year of administrative background, preferably in public affairs, communications, community engagement, or related responsibilities.
- Experience with a public agency desirable.

Public Affairs Specialist II:

- Three (3) years of increasing responsibilities in public affairs, communications, community engagement, or related responsibilities.
- Experience with a public agency desirable.

Education:

Public Affairs Specialist I:

- Equivalent to a high school diploma; units toward AA or BA degree coursework in public relations, education, communications, or a closely related field.

Public Affairs Specialist II:

- Equivalent to an AA or BA degree in public relations, education, communication, or related field highly desired.
- Possession of a Bachelor's degree in a related field may substitute for one year of experience.

Licenses/Certifications:

- A valid California Class C driver's license and ability to maintain insurability under the District's Vehicle Insurance Policy.
- Certification as a K - 12 teacher is highly desirable, for those assigned to educational programs.

**PHYSICAL DEMANDS**

*The physical demands described here are representative of those that must be met by employees to successfully perform the essential functions of this class. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

Must possess mobility to work in a standard office and/or classroom setting and use standard office equipment, including a computer; vision to read printed materials and a computer screen; to operate a District vehicle and travel to various sites; and hearing and speech to communicate in person and over the telephone. While this is primarily an office and/or classroom classification which requires standing and walking between work areas, some assignments include frequent field trips which require the employee to stand, walk and climb stairs for extended periods of time. Finger dexterity is needed to access, enter, and retrieve data using a computer keyboard or calculator and to operate standard office equipment. Positions in this classification occasionally bend, stoop, kneel, reach, push, and pull drawers open and closed to retrieve and file information. Employees must possess the ability to lift, carry, push, and pull materials and objects up to 25 pounds.

#### **WORK ENVIRONMENT**

*The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this class. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

Employees work primarily in an office environment with moderate noise levels, controlled temperature conditions, and no direct exposure to hazardous physical substances. On occasion, employees will work outdoors and are exposed to moderate to loud noise levels, cold and hot temperatures, and inclement weather conditions. Employees may interact with upset staff and/or public and private representatives in interpreting and enforcing departmental policies and procedures.

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This job description has been reviewed and approved by all levels of management in cooperation with the union (if applicable):

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|----------------------------|---------------------------|
| <b>Approved by:</b>        | <i>Board of Directors</i> |
| <b>Date adopted:</b>       | <i>December 22, 2019</i>  |
| <b>IBEW Reviewed:</b>      | <i>December 21, 2022</i>  |
| <b>FLSA determination:</b> | <i>Non-Exempt</i>         |

**Job Description Acknowledgment**

*I have received, reviewed, and fully understand the job description for Public Affairs Specialist I/II. I further understand that I am responsible for the satisfactory execution of the essential functions described therein, under any and all conditions as described.*

Employee Name (print): \_\_\_\_\_ Date: \_\_\_\_\_

Employee Number: \_\_\_\_\_

Employee Signature: \_\_\_\_\_