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.

<table>
<thead>
<tr>
<th>Job title</th>
<th>Public Affairs Officer I/II</th>
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**GENERAL PURPOSE**

Under general supervision (Public Affairs Officer I) or direction (Public Affairs Officer II), performs a variety of professional and administrative activities in support of District public affairs and community involvement programs; serves as liaison between the District and other public agencies, professional organizations, community and industry groups, education community, customers, media, executives, and elected officials; creates and develops a wide variety of printed materials and other services for use in public information programs; and performs related duties, as assigned.

**DISTINGUISHING CHARACTERISTICS**

Public Affairs Officer I: This is the entry-level classification in the Public Affairs Officer series. Initially under close supervision, incumbents learn and perform routine duties related to the development, preparation, and implementation of strategic internal and external communications, public information, and customer and community relations activities. As experience is gained, assignments become more varied, complex, and difficult; close supervision and frequent review of work lessen as an incumbent demonstrates skill to perform the work independently. Positions at this level usually perform most of the duties required of the positions at the Public Affairs Officer 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.

Public Affairs Officer II: This is the fully qualified journey-level classification in the Public Affairs Officer series. Positions at this level are distinguished from the Public Affairs Officer I level by the performance of the full range of duties as assigned, working independently, and exercising 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 Senior Public Affairs Officer in that the latter performs the more complex work assigned to the series, such as developing, planning, and implementing stakeholder outreach programs, including branding and other new
public affairs initiatives and/or providing technical and functional direction over lower-level staff.

SUPERVISION RECEIVED AND EXERCISED

Receives general supervision (Public Affairs Officer I) or direction (Public Affairs Office II) from the Public Affairs Manager. Exercises no direct supervision over staff. May provide technical and functional direction to lower level staff.

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.

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

- Performs a variety of public outreach and community relations activities, events, and public awareness programs for the dissemination of information regarding District operations, policies, programs, and procedures.

- Undertakes public speaking engagements before meetings of professional, educational, and community organizations and in public forums; delivers presentations to community, school, and other groups on public information and conservation issues.

- Serves as on-going liaison and represents the District with designated governmental and education-related agencies and other industry, professional, and community groups and organizations, as well as executives, Board members, and elected officials; attends meetings, answers questions, and provides information on District programs and projects; works with other District staff to formulate methods and approaches for addressing community, education, and agency concerns; follows up to ensure that concerns and needs have been addressed.

- Responds to, or arranges for responses to, escalated customer calls, ranging from the routine to highly sensitive issues and emergency incidents.

- Coordinates assigned public awareness campaigns, information or community involvement programs, or internal communication projects; coordinates designs and development of supporting materials; organizes and coordinates deadlines and production schedules to carry out programs.

- Coordinates and schedules community events and meetings, including preparation of agenda and materials; develop internal and external communications and publications; distribute information and communications through a variety of outlets including, traditional media, online media, and social media platforms.
Develops and maintains contacts with various community groups, organizations, business leaders, media, and government representatives; fosters and promotes positive relations with District employees and departments, the general public, community groups, schools, and other local government agencies.

Assists with the District’s website; creates content and works with staff/managers to develop and update content; prepares news releases and public service announcements.

Assists in the design and marketing of educational program materials; provides assistance to the education programs, when requested; plans, develops, and creates graphic material, including flyers, brochures, newsletters, fact sheets, bill inserts, charts, news releases, feature articles, photographs, and other print/graphic materials for community groups and broadcast media; aligns work products with District communication priorities.

Serves as the Administrator for the District education website pages as well as management of online materials request system.

Develops, plans, and implements educational programs and curriculum for all school districts, schools, and related community organizations in the District’s service area.

Provides lead direction, oversight and guidance to lower-level staff; directs, assigns monitors, and reviews work activities; determines work priorities; oversees quantity and quality of work performed and ensures adherence to established policies and procedures as well as school district requirements.

Tracks District construction projects and sends letters of information to residents in the impacted area; responds to inquiries/complaints from the general public and works with various District departments to address and resolve these issues.

Conducts internal and external surveys; conducts background research and analyzes data and provides recommendations to senior staff; writes technical reports, correspondence, and other written materials.

Coordinates and conducts tours of District facilities; hosts community outreach events; sends letters of information to schools; responds to inquiries/complaints from the educational community and works with various District departments to address and resolve issues.

Observes and complies with all District and mandated safety rules, regulations, and protocols.

Evening and weekend work may be required as job duties demand.

Performs related duties as assigned.
REQUIRED QUALIFICATIONS

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

**Knowledge of:**

- Principles, techniques, and methods of public information, outreach, and community relations.
- Basic principles and practices of water, wastewater, and recycled water operations and services.
- Photographic techniques and the operation of still and video camera equipment and editing tools.
- Methods and techniques of social media, web and video communications.
- Current issues and state laws related to water, wastewater, and recycled water functions and policies sufficient to perform assigned function(s).
- Methods of preparing informational materials and disseminating them through the various media, including the methods and techniques of graphic design, layout and print production.
- Community demographics in the District’s service areas.
- Research tools, methods, and techniques.
- Basic conservation principles and programs commonly used in other water utilities.
- Methods and techniques of facilitating meetings and conducting presentations.
- 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.

**Ability to:**

- Apply special graphic production techniques in the distribution of informational materials, including video production.
- Follow and apply written and oral work instructions.
- Conduct complex research projects, evaluate alternatives, make sound recommendations, and prepare effective technical staff reports.
- Prepare a diverse range of presentations and public information materials.
- Prepare clear and concise communications aligned with the District’s priorities.
- Establish and maintain a variety of filing, record keeping, and tracking systems.
- Understand, interpret, and apply all pertinent laws, codes, regulations, policies, and procedures, and standards relevant to work performed.
Effectively represent the department and the District in meetings with governmental agencies; community groups; various business, professional, and regulatory organizations; and in meetings with individuals; answer questions regarding all topics relating to EMWD and its' operations.

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.

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 Officer I**: Two (2) years of experience providing professional support to a public information program.

- **Public Affairs Officer II**: Three (3) years of progressively responsible experience providing professional support to a public information program; or (1) year of experience as a Public Affairs Officer I with the District.

Education:

- **Public Affairs Officer I/II**: Equivalent to a bachelor’s degree from an accredited college or university with major coursework in public relations, communications, education, environmental sciences or a related field.

Licenses/Certifications:

- A valid California Class C driver's license and ability to maintain insurability under the District's Vehicle Insurance Policy.

**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 setting and use standard office equipment, including a computer; vision to read printed materials, a computer screen, and to operate a motor vehicle and visit various District sites; and hearing and speech to communicate in person and over the telephone. This is primarily a sedentary office classification although standing in work areas, walking between work areas may be required, including providing walking tours using portable sound equipment. 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 50 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 in an office environment with moderate noise levels, controlled temperature conditions, and no direct exposure to hazardous physical substances. Employees may interact with upset staff and/or public and private representatives in interpreting and enforcing departmental policies and procedures.

FLEX REQUIREMENTS

Positions in the Public Affairs Officer I/II class series are flexibly staffed; positions at the Public Affairs Officer II level are normally filled by advancement from the Public Affairs Officer I level; progression to the Public Affairs Officer II level is dependent on (i) management affirmation that the position is performing the full range of duties assigned to the classification; (ii) satisfactory work performance; (iii) the incumbent meeting the minimum qualifications for the classification including any licenses and certifications; and (iv) management approval for progression to the Public Affairs Officer II level.

Employees are subject to weekend and/or rotating shifts and 24-hour call out.
This job description has been reviewed and approved by all levels of management in cooperation with the union (if applicable):

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<tr>
<th>Approved by:</th>
<th>Board of Directors</th>
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<tbody>
<tr>
<td>Date adopted:</td>
<td>October 2, 2019</td>
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<tr>
<td>Date modified:</td>
<td></td>
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<tr>
<td>FLSA determination:</td>
<td>Exempt</td>
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**Job Description Acknowledgment**

I have received, reviewed, and fully understand the job description for Public Affairs Officer 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: ________________________________________________________