

**RANCHO CALIFORNIA WATER DISTRICT  
POSITION DESCRIPTION**

**DATE:** July 1, 2022

**POSITION TITLE:** PUBLIC INFORMATION OFFICER I / II

**GRADE LEVEL:** M11 / M17

**SUPERVISOR TITLE:** Director of Administration

**FLSA STATUS:**  Exempt       Non-Exempt

**BARGAINING UNIT:**  RCWDEA       RCWD MPCEA

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**DEFINITION**

Under immediate progressing to general supervision, to perform a variety of professional level duties, administrative and technical functions in support of the Rancho California Water District's customer outreach, community engagement, media relations, public information, and water education activities; serves as a liaison between Rancho and other public agencies, media, executives, elected officials, and customer, community and industry groups; responsible for developing, planning, and implementing comprehensive customer and stakeholder outreach programs that support a variety of water-related topics; supports and in some cases manages community relations, campaign launches, and other activities; serves as events coordinator for special events.

**CLASS CHARACTERISTICS**

***Public Information Officer I***

This is the entry level professional position in the Public Information Officer Class series. Positions assigned to this level perform limited or routine activities in support of public information, community education and outreach and media relations programs. Because employees in classifications at this level may be in a training capacity, such position does not require significant previous work experience in the applicable field. This job classification is represented by the Rancho California Water District Managers Professional Confidential Employees Association (RCWD MPCEA) bargaining unit.

### **Public Information Officer II**

This is a journey level professional position in the Public Information Officer class series with responsibility for performing a full range of duties related to the District's public information programs. Because employees at this level are expected to be fully trained and competent, positions assigned to this classification require significant previous work experience and training in the appropriate field. This position will also supervise staff and will be responsible for organizing and assigning duties, evaluating results, conducting performance appraisals and recommending personnel actions such as hiring, promotion, discipline, and termination. Positions assigned to this level independently perform highly technical and specialized professional duties. This job classification is represented by the Rancho California Water District Managers Professional Confidential Employees Association (RCWD MPCEA) bargaining unit.

#### **EXAMPLES OF DUTIES** (Duties may include, but are not limited to the following):

- ✎ Performs a variety of strategic communications, public information, and community engagement activities, events, and programs for the dissemination of information regarding Rancho's operations, systems, policies, programs, and procedures
- ✎ Assists with the development of customer and public information collateral including news releases, media clips, videos, public service announcements, fact sheets, newsletters, outreach campaign materials, educational initiatives, and related communication materials - created and executed by both staff and consultants Assists with the development and dissemination of crisis and emergency communications outreach
- ✎ Responds to or arranges for a response to escalated customer calls, ranging from routine to highly sensitive issues and emergency incidents.
- ✎ Coordinates assigned public awareness campaigns, information or community involvement programs, or internal communication projects, organizing and coordinating deadlines and production schedules
- ✎ Coordinates and schedules community events and meetings, including invitations/notifications, agenda, and material preparation and dissemination.
- ✎ Undertakes public speaking engagements and leads field visits and tours for various professional, educational, and community organizations in a public forum, delivering presentations to the community, schools, or other groups on public information and water use efficiency issues related to Rancho.
- ✎ Assists with the preparation of articles, press kits, news releases, and other content initiatives
- ✎ Distributes communications through a variety of outlets, including traditional media, digital media, and social media platforms.

- ✎ Assists with Rancho's website; creates content and works with staff/managers to develop and update content
- ✎ Conducts background research to write articles, website content, and technical reports; writes and edits copy, establishes timelines and schedules, and coordinates with vendors as needed in the production and distribution of print/graphic materials
- ✎ 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; aligning work products with Rancho's strategic priorities and key messaging
- ✎ Tracks Rancho's construction projects and provides outreach oversight and support to customers in the impacted area; responds to inquiries/complaints from the general public and works with various Rancho departments to address and resolve these issues
- ✎ Formulates communications strategies, key messages, and strategic deployment opportunities for addressing community and agency concerns.
- ✎ Works with other Rancho staff to formulate methods and approaches for addressing community, education, and agency concerns; follows up to ensure that concerns and needs have been addressed
- ✎ Recommends and implements changes to Rancho's outreach and engagement processes
- ✎ Develops targeted public relations campaigns in support of ongoing projects or activities
- ✎ Assists with providing proper and timely dissemination of information to Rancho customers, staff, and community groups regarding any planned or emergency activities
- ✎ Assists in the development and preparation of articles, press kits, news releases, and other content initiatives. May assist in coordinating directly with local media and in the facilitation of paid and earned media opportunities
- ✎ Conducts internal and external surveys, conducts background research and analyzes data, and provides recommendations to senior staff
- ✎ May assist with strategic and short-range planning and implementation of programs and services
- ✎ Submits budget recommendations, supports purchasing guidelines and processes, and monitors project expenditures
- ✎ Performs related duties as assigned

*Public Information Officer II will have supervisory responsibilities which may include but not limited to the following:*

- ✎ Implements, supervises and coordinates a wide range of projects, programs, and activities
- ✎ Recommends necessary resources, staffing organizational structure and strategies; supervises, directs, and guides on-site activities and events
- ✎ Conducts formal performance appraisals; participates in a variety of personnel actions including hiring, counseling, training, promotion, discipline and termination
- ✎ Reviews and evaluates work methods, procedures, and services; identifies and recommends evaluation standards and criteria; monitors and assesses measures of effectiveness and efficiency

## **QUALIFICATIONS**

### **Public Information Officer I**

#### **Knowledge of:**

- ✎ Principles, methods, techniques and practices of public affairs, community engagement, public information, marketing, outreach, and communication.
- ✎ Basic principles and practices of water, wastewater, and recycled water operations and services.
- ✎ Research tools, methods, and techniques.
- ✎ Methods and techniques of social media, web, and video communications.
- ✎ Basic photography techniques and the operation of still and video camera equipment and editing tools.
- ✎ Methods of effective, engaging, and educational oral presentations.
- ✎ Methods for storytelling, preparing information materials aligned with Associated Press Style guidelines and disseminating them through the various media, including the methods and techniques for graphic design, layout, and print production.
- ✎ Community demographics within Rancho's service area.
- ✎ Techniques for providing a high level of customer service by effectively dealing with the public, vendors, contractors, and Rancho staff.
- ✎ The structure and content of the English language and familiarity with Associated Press style, including meaning, punctuation, grammar, and spelling.
- ✎ Modern office equipment and communication tools, including computer software applications used for business functions and program, project, and task coordination related to the field of work.

- ✎ Modern office procedures including records management policies and procedures, ensuring compliance with Rancho's records retention policy.
- ✎ Special District administration practices.

**Ability to:**

- ✎ Organize, prioritize and work on simultaneous assignments with attention to schedules and deadlines
- ✎ Operate standard office equipment and applications including a personal computer
- ✎ Offer helpful information in order to create a favorable public image for the District
- ✎ Comply with the District's safety, health and environmental policies

**SELECTION GUIDELINES**

The appropriate knowledge, skills and abilities can be achieved through a variety of combinations of experience and training. A typical example is:

**Experience:** Two (2) years of performing professional level public relations and/or instructional duties. Three (3) or more years of progressively responsible experience in the capacity of an Administrative Analyst or equivalent job classification performing community outreach, public relations, government relations or legislative analyst work

**Training:** Equivalent to the completion of a bachelor's degree from an accredited college or university with major coursework in business, public administration, communication, marketing or related field

**Licenses and Certificates:**

- ✎ Valid California driver's license, required

*In addition to the qualifications for a **Public Information Officer I:***

**Public Information Officer II**

**Knowledge of:**

- ✎ Contemporary issues affecting local government, special districts, and the community.
- ✎ Current issues and state laws related to water, wastewater, and recycled water.

- ✎ Continuously changing media landscape, how people use media, availability of media, and general media literacy.
- ✎ Management of group dynamics and meeting facilitation techniques and methods.
- ✎ Methods and techniques for facilitating public meetings and conducting presentations, including principles of the Brown Act and Roberts Rules of Order.
- ✎ Principles of employee supervision including training development and performance evaluation
- ✎ Basic water use efficiency principles and program communications commonly used in other water utilities.
- ✎ Associated Press best practices.

**Ability to:**

- ✎ Organize, prioritize and work on simultaneous assignments with attention to schedules and deadlines
- ✎ Operate standard office equipment and applications including a personal computer
- ✎ Exercise independent judgment and function effectively in a variety of difficult situations
- ✎ Offer helpful information in order to create a favorable public image for the District
- ✎ Comply with the District's safety, health and environmental policies
- ✎ Properly interpret and make decisions in accordance with laws, regulations and policies
- ✎ Select, supervise, train and evaluate assigned staff

**SELECTION GUIDELINES**

The appropriate knowledge, skills and abilities can be achieved through a variety of combinations of experience and training. A typical example is:

**Experience:** Three (3) years of performing professional level public relations and/or instructional duties. Four (4) or more years of progressively responsible experience in the capacity of an Administrative Analyst or equivalent job classification performing community outreach, public relations, government relations or legislative analyst work with a minimum two (2) years supervisory experience/capacity or equivalent (i.e. supervisory training, and/or supervising a project or team)













**Training:** Equivalent to the completion of a bachelor's degree from an accredited college or university with major coursework in business, public administration, communication, marketing or related field

**Licenses and Certificates:**

 Valid California driver's license, required

**PHYSICAL REQUIREMENTS/WORKING CONDITIONS**

The essential functions of this position will require the employee to perform the following physical activities:

-  Communicate verbally with District management, co-workers and the public in face-to-face, one-on-one and group settings
-  Regularly use a telephone for communication
-  Use office equipment such as a personal computer, copier and fax machine
-  Sit for extended time periods
-  Hearing and vision within normal ranges
-  Carry, push, reach and lift up to 20 lbs. routinely
-  Reach at above shoulder heights (5%); at shoulder height (5%); below shoulder height (90%)
-  Travel as requested by airplane and automobile in conducting District business
-  Occasionally stoop, kneel or crouch
-  Sufficient manual dexterity to operate equipment
-  Traffic hazards
-  Regular attendance

**OTHER REQUIREMENTS**

This position is classified as exempt from state and federal overtime pay provisions, because the duties and responsibilities meet the requirements for exemption under the Fair Labor Standards Act. The position will be required to work varying hours, weekends and holidays as the day-to-day job duties may require

_____	_____
Employee Signature	Date
_____	_____
Supervisor/Manager Signature	Date