

**RANCHO CALIFORNIA WATER DISTRICT
POSITION DESCRIPTION**

DATE: August 23, 2022

POSITION TITLE: PUBLIC INFORMATION SPECIALIST I / II

GRADE LEVEL: E29 / E35

SUPERVISOR TITLE: Public Information Officer II

FLSA STATUS: Exempt Non-Exempt

BARGAINING UNIT: RCWDEA RCWD MPCEA

DEFINITION

Under general supervision, this position is responsible for a variety of professional and administrative level duties including planning, promoting, publicizing, and supporting the development of the District's branding; communications content management; community engagement; customer support; industry relations; public education and outreach; and, social media campaigns. This position will facilitate the development and dissemination of myriad communications and publications materials.

CLASS CHARACTERISTICS

Public Information Specialist I

This is a journey level classification. Positions assigned to this level perform activities in support of public information, community education and outreach programs. Employees at this level are expected to be fully trained and competent, positions assigned to this classification require previous work experience and training in the appropriate field. This job classification is represented by the Rancho California Water District Employees Association (RCWDEA) bargaining unit.

Public Information Specialist II

This is an advanced journey level classification. Employees assigned to this level independently perform technical and specialized professional duties, complex tasks, and serve as a liaison between the District and designated agencies; represent the District in meetings with other public agencies, elected and appointed government officials,

community and industry groups; and perform related duties as assigned. This job classification is represented by the Rancho California Water District Employees Association (RCWDEA) bargaining unit.

EXAMPLE OF DUTIES (Duties may include but are not limited to the following):

Public Information Specialist I

- ✎ Assists with the development of customer and public information collateral including news releases, bill inserts and messages, public service announcements, fact sheets, newsletters, outreach campaign materials, educational initiatives, and related communication materials - created and executed by both staff and consultants
- ✎ Plans, researches, writes, edits, proofs, produces, and distributes various communications and publications, including but not limited to a bi-monthly customer newsletter, an annual report, District advertisements, bill inserts and messages, brochures, email blasts, event flyers and invites, and press materials; designs, develops, organizes and maintains District public display materials
- ✎ Serves as the District's media liaison and acts, as needed, as District spokesperson
- ✎ Oversees and coordinates the District's social media presence, including planning and executing the District's social media campaigns and platform branding
- ✎ Manages education programs for the District, coordinating with other agencies, local schools and administrators on various events and school programs throughout the year
- ✎ Monitors and researches a variety of topics relevant to the District, including water conservation issues and other related issues
- ✎ Assists in fostering positive relationships with local and regional business, civic associations, and community groups, and represents the District at various public events and meetings; prepares and gives presentations and speeches as necessary
- ✎ Plans and participates in and/or guides tours, visits, and water education classes
- ✎ Oversees and approves donation and sponsorship requests
- ✎ Coordinates direct mail and printing needs with mailing house and print shops
- ✎ Attends and participates in professional group meetings; maintains awareness of new trends and developments in the communications field and water-wise programs; incorporates new developments as appropriate
- ✎ Supports crisis communications; participates in emergency operations training
- ✎ Supports responses to difficult and sensitive citizen inquiries and complaints
- ✎ Performs related duties, as required
- ✎ Assist Government Affairs staff, as needed

QUALIFICATIONS

Knowledge of:

- ✎ Principles, methods, techniques and practices of public affairs, community engagement, public information, marketing, outreach, public speaking, and communication
- ✎ Basic principles and practices of water, wastewater, and recycled water operations and services
- ✎ Research tools, methods, and techniques
- ✎ Methods, techniques, and posting procedures for social media and video platform content
- ✎ Graphic design knowledge with experience in Adobe Creative Suite including Illustrator, Photoshop, and InDesign
- ✎ Video production knowledge with experience editing in Adobe Premiere Pro
- ✎ Advanced word processing (Microsoft Office software)
- ✎ Public relations and public information principles and practices
- ✎ National Common Core Standards for education
- ✎ Associated Press guidelines
- ✎ Strong verbal and written communication skills
- ✎ Proper work safety standards

Ability to:

- ✎ Interpret and apply laws, codes, regulations, policies and procedures
- ✎ Organize, coordinate, and complete departmental assignments with minimal supervision
- ✎ Work efficiently and accurately under pressure
- ✎ Write and edit copy for publication
- ✎ Maintain good public relations with individuals and groups seeking information about District activities and functions
- ✎ Operate standard office equipment
- ✎ Comply with the District's Safety, Health, and Environmental policies
- ✎ Communicate effectively with others, verbally and in writing
- ✎ Write and compose correspondence in a clear and concise manner

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' experience in public relations, public information, community relations, or outreach activities

Training: Equivalent to a Bachelor's degree from an accredited college or university with major coursework in public or business administration, communications, marketing, or related field

License and Certificates:

- ✎ Valid California driver's license, required

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

Public Information Specialist II

EXAMPLE OF DUTIES (Duties may include but are not limited to the following):

- ✎ Creates monthly social media reports for board meetings with analysis and suggestions based on findings
- ✎ Produces professional-level video content for marketing purposes including script writing, videography, graphics, sound mixing, color correction, and editing
- ✎ Recommends new education programs and partnerships, and develops budgets, scope, and implementation plans for such
- ✎ Represents the Communications Department to internal departments and outside agencies; coordinates assigned activities with those of other departments and outside agencies and organizations. Participates on a variety of boards, commissions, and committees.
- ✎ Coordinates special events and assigned activities with department intern(s), other departments and outside agencies, contractors and vendors/suppliers, and provides responsible and professional administrative support to management personnel
- ✎ Participates in the development of department goals and objectives, as well as policies and procedures, and makes recommendations for changes and improvements to such; participates in the implementation of approved policies and procedures, and monitors work activities to ensure compliance with such
- ✎ Participates in the preparation and administration of the department's budget; submits budget recommendations.
- ✎ Oversees and participates in the preparation of request for proposals and agreements for various specialized professional services contracts.

Knowledge of:

- ✎ Advanced knowledge of public relations best practices
- ✎ Associated Press (AP) best practices
- ✎ Water conservation and water use efficiency best practices
- ✎ Advanced computer applications related to public outreach

Ability to:

- ✎ Lead and participate in a full range of planning, water use efficiency, education, and public affairs support services
- ✎ Recommend and implement changes to District outreach and engagement processes
- ✎ Assist with developing strategic initiatives and corresponding performance measures and goals
- ✎ Attend various community and civic meetings/functions and make presentations
- ✎ Represent the District in a professional manner to the public and outside agencies

Experience: Five (5) years' experience in public relations, public information, community relations, or outreach activities

Training: Equivalent to a Bachelor's degree from an accredited college or university with major coursework in public or business administration, communications, marketing, or related field

License and Certificates:

- ✎ Valid California driver's license, required

PHYSICAL REQUIREMENTS/WORKING CONDITIONS

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

- ✎ Frequently use office equipment such as a computer, copier and FAX machine
- ✎ Must be able to carry, push, pull, reach and lift materials and objects up to 25 lbs.
- ✎ Extended standing, walking, sitting, reaching, stooping, and bending
- ✎ Communicates verbally with District management, co-workers, and the public in face-to-face, one-on-one, and group meetings
- ✎ Regularly uses a telephone or radio for communication
- ✎ Ability to speak and hear both in person, by telephone, and radio

- ✎ Vision within normal ranges with or without correction
- ✎ Regular attendance
- ✎ Work in a temperature-controlled office environment with moderate noise.
- ✎ Occasional work in the field where noise is at times loud and employee may be exposed to hot and cold conditions; inclement weather, or traffic hazards

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