

**RANCHO CALIFORNIA WATER DISTRICT  
POSITION DESCRIPTION**

**DATE:** January 19, 2022

**POSITION TITLE:** **STUDENT INTERN – PUBLIC INFORMATION**

**GRADE LEVEL:** AA

**SUPERVISOR TITLE:** Public Information Officer

**FLSA Status:**  Exempt  Non-Exempt

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**DEFINITION**










Under immediate supervision, to perform a variety of duties to provide support of the Public Information department and related programs. Position may assist on a variety of projects and programs and provide administrative support where needed.











**CLASS CHARACTERISTICS**

**Office Assistant**

This is a temporary entry level position for a college student intern to work no more than 900 hours per fiscal year, or no more than 29 hours in a 7-day period. Positions assigned to this level perform limited or routine duties, including clerical duties, under close supervision. 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.












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

-  Works with public info staff and other District departments to create and produce and edit video and multimedia productions for web, broadcast and social media outlets
-  Operates a variety of video, audio and lighting equipment
-  Attend and represent the District at community events
-  Assist in creating collateral and graphic materials
-  Assist with logistical coordination of stakeholder meetings and events
-  Assist with photography of staff and events
-  Conduct research, gather information and draft content for District events and activities
-  Assist in the development and updating of media lists and other stakeholder databases
-  Assists in coordination of events such as the Theater Assembly Program, Student Art Program, Solar Cup, etc. and preparing materials for mailing/delivery









-  Track and update inventory of promotional items and community event materials
-  Evaluate effectiveness of social media sites, summarize key indicators, identify trends and make recommendations to increase outreach and participation
-  Keep social media calendar updated
-  Deliver assets to nearby school districts for educational programs
-  Assist in evaluating website analytics and tracking content to ensure the website remains relevant, fresh and effective
-  Operate a personal computer including word processing, graphic presentation, graphic design, and desktop publishing programs
-  Coordinate with other departments on communications and outreach needs
-  Assist with internal communication efforts including developing ideas for the Water Buzz, board bulletins, Intranet, etc.
-  Assist with and carry out special projects
-  Assist with day-to-day administrative duties, and other related duties as assigned




## **QUALIFICATIONS**

### **Knowledge of:**

-  Graphic design knowledge with experience in Adobe Creative Suite including Illustrator, Photoshop, and InDesign
-  Video production knowledge with experience editing in Adobe Premiere Pro
-  Social media and video platform content creation and posting procedures
-  Copywriting for marketing purposes
-  Basic office procedures.
-  General filing techniques.
-  Standard telephone techniques.
-  Word processing.
-  Modern office methods and procedures.
-  Operational characteristics of common word processing, graphic presentation, and desktop publishing computer applications, social media sites, tools and standards.
-  Proper work safety standards.

### **Ability to:**

-  Operate standard office equipment. (Typewriter, copier, fax.)
-  Operate Personal Computer and iMac
-  Type up to 50 WPM.
-  Comply with the District's Safety, Health and Environmental policies.
-  Present professional image and communicate effectively with others, including the public.
-  Organize and work on simultaneous assignments with attention to schedules and deadlines.
-  Prepare clear and concise memoranda and correspondence.
-  Establish and maintain effective working relationships with others.

-  Offer helpful information in order to create a favorable public image for the District.
-  Comply with the District's Safety, Health and Environmental policies.
-  Communicate effectively, both orally and in writing.

### **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:** General public information and marketing experience is preferred but not required.

**Education/  
Training:** Full-time or part-time student at an accredited college, studying in the areas of public relations, marketing, multi-media production, or related field. Must possess the ability to read and write at a level required of assigned duties.

**License and Certificates:** California Class C Driver's License.

### **PHYSICAL REQUIREMENTS/WORKING CONDITIONS**

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

-  Communicates orally with District management, co-workers and the public in face-to-face, one-on-one and group settings.
-  Regularly uses a telephone for communication.
-  Uses office equipment such as a PC, copier and FAX machine.
-  Hearing and vision within normal ranges.
-  Normal standing, walking, sitting, reaching, stooping, climbing and bending.
-  Lifting (up to 40 lb.) of materials.

_____	_____
Student Intern Signature	Date
_____	_____
Supervisor/Manager Signature	Date