VALLECITOS WATER DISTRICT

PUBLIC INFORMATION/CONSERVATION SUPERVISOR

DEFINITION

Under direction, performs professional and administrative work in support of public information, community education and outreach, water conservation and media relations programs; supervises public information and conservation staff; represents the District at community meetings and events; coordinates special projects and events; and performs related duties as required.

CLASS CHARACTERISTICS

This is the first line supervisory level responsible for the Public Information/Conservation department, including supervising assigned staff. This position is distinguished from the Administrative Services Manager, which oversees the Public Information, Information Technology, Human Resources, and Risk & Safety departments.

ESSENTIAL FUNCTIONS

Essential functions include, but are not limited to, the following:

- Plans, assigns, supervises, reviews, and evaluates the work of assigned staff; provides staff training and development; assists in the selection of staff; reviews work for accuracy and compliance with department standards; studies and standardizes procedures to improve department efficiency; participates in necessary disciplinary actions; writes performance appraisals; ensures high level of customer service; provides assistance to staff in resolving problems; ensures safe work methods are followed and appropriate safety precautions and equipment are utilized; and conducts safety meetings;
- Participates in department budget development;
- Serves as centralized point of contact for public and community information for customers, businesses, community groups, the public, and the media; disseminates information and responds to inquiries; represents and demonstrates District's mission statement in dealings with the public; attends various community and civic meetings and/or functions to represent the District; may act as District spokesperson in these settings as assigned; may accompany Directors to public events;
- Makes oral presentations regarding District activities and services to a variety of community, governmental, and other local interest groups; delivers speeches and presentations at Board meetings;
- Prepares correspondence, reports, articles, press releases, and/or other written materials for the Board of Directors, executive management, community organizations, and outside publications as directed;
- Coordinates and attends special events, prepares exhibits and displays, conducts demonstrations, hands out materials and devices, and answers questions;
- Plans, organizes, develops, schedules, and conducts water conservation educational programs for schools and various community organizations;
- Designs and develops materials for public information/education purposes such as brochures, videos, posters, exhibits, displays, web pages, and newsletters;
- Coordinates and sets up displays and exhibits at school functions, programs, and other community events;
- Conducts informational tours of District facilities for civic and community groups, other agencies, and special groups;
- Distributes water conservation educational materials;
- Ensures the Demonstration Garden is properly maintained;
- May perform residential water use surveys;
- Issues annual recertification forms for agricultural water accounts; maintains records of certification forms and compliance; composes letters regarding agricultural deficiencies; performs follow-up contact to discuss details of requirements as needed; resolves agricultural customer complaints/concerns and notifications of problems via telephone and face-to-face contact; documents customer contact and maintains and updates customer files; researches and assembles information from a variety of sources for the completion of forms or the preparation of reports;
- Reviews agriculture accounts for compliance with active agricultural programs; responsible for reporting agricultural program results and statistical data to requesting entities; coordinates site inspections of agricultural accounts;
- Performs duties in a professional manner and works well with others or in a team setting;
- Establish and maintain cooperative working relationships with co-workers, outside agencies, and the public;
- Operates copiers and a variety of office equipment;
- Regular attendance and adherence to prescribed work schedule to conduct job responsibilities;
- Observes safe work practices and safety methods; performs other duties as assigned.

QUALIFICATIONS GUIDELINES

Knowledge, Skills, and Abilities

Knowledge of:
- Supervisory principles and practices;
- Public relations principles and practices; news publicity writing;
- Water conservation principles, practices, and methods;
- Methods and practices of presenting information through various media;
- Graphic arts, photography, printing, and production supplies and techniques;
- Methods, techniques, and equipment used in preparing and delivering oral and audio-visual presentations;
- Group dynamics and community organizing techniques;
- Developing and organizing special events, workshops, seminars, press conferences, and other activities;
- Applicable laws, rules, and procedures pertaining to disclosure of information, press relations, and confidentiality;
- English usage, grammar, spelling, and punctuation;
- Computer applications related to the work.

Ability to:
- Communicate clearly and concisely, both orally and in writing; research and prepare reports on a variety of subjects;
• Establish and maintain effective relationships with the community at large, the Board of Directors, news media, other public officials, employees, and those contacted in the course of the work;
• Coordinate and prepare a variety of public information and water conservation educational programs;
• Represent the District in a variety of meetings;
• Operate a computer and proficiently use a variety of software related to the job;
• Exercise sound independent judgment within established guidelines; work independently and efficiently;
• Design, lay out, prepare copy for, and proofread a variety of publications;
• Meet schedules and deadlines;
• Prepare and present materials that effectively communicate the intent of the message;
• Speak publicly before a variety of groups in an effective manner.

**Education & Experience**

Any combination of education or experience that would likely provide the necessary knowledge and abilities is qualifying. A typical way to obtain these knowledge and abilities would be: A Bachelor’s degree in journalism, public relations, public administration, marketing, communications, or a closely related field, and; four years of professional level experience in public information, with at least one year in a lead role preferred. Public agency and water conservation experience preferred.

**Licenses, Certificates, and Special Requirements**

• Possession of, or ability to obtain, a Class C California driver’s license, and a satisfactory driving record.

**PHYSICAL DEMANDS AND WORK ENVIRONMENT**

The physical demands and work environment described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Employees may be required to wear and/or use personal protective and other safety equipment. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is frequently required to sit; talk or hear; use hands and fingers to grasp and feel objects, tools, or controls; and reach with hands and arms. Employees are occasionally required to stand, walk, stoop, kneel, crouch, or reach and may occasionally be required to lift to 25 pounds. Requires vision abilities sufficient to safely operate a District vehicle and work on a computer.

Environment: Office environment. Less than 10% of time spent outdoors, possibly driving to other sites in District vehicle. Frequently works in or around areas with minor amounts of dust. Some work done on ladders up to 4 feet above ground. Noise level is usually quiet.
I have reviewed this Job Description with my Supervisor and agree with its contents.

__________________________  _______________________
Employee Signature  Date

Supervisor Signature  Date

The specific statements shown in each section of this job description are not intended to be all-inclusive. They represent typical elements and criteria necessary to successfully perform the job.