VALLECIROS WATER DISTRICT

PUBLIC INFORMATION REPRESENTATIVE

DEFINITION

Under general supervision, performs public information work including press relations, publications, community relations, education, internal communication, special projects and events, and maintenance of reference materials and online presence; performs related duties as required.

CLASS CHARACTERISTICS

This non-supervisory class performs public information and community relations duties ensuring the dissemination of correct and current information to the public, including written, verbal, and online communication. This class is distinguished from the Public Information/Conservation Supervisor, which is responsible for the management of District public information, conservation, and related functions.

ESSENTIAL FUNCTIONS

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

- 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;
- Develops, maintains, enhances, and ensures the integrity of the District’s public website and social media sites, including strategic planning; coordinates the writing, editing, photography, posting of material, reposting other agency posts, and responding to customer comments as needed; may coordinate and oversee vendors and professional service contracts for development of new or existing websites;
- Develops videos for District use, including writing scripts, capturing field, studio, and audio recordings, editing, and image enhancement and processing; formats video for multiple distribution channels; takes photographs; prepares or coordinates a variety of graphic illustration materials including slide shows and formal presentation displays;
- Prepares press releases, feature articles, public notices, and related material for media distribution; may function as a media and public spokesperson for the District for matters pertaining to the District's activities, policies, and procedures; responds to information requests from media representatives;
- Responds to customer calls and inquiries in a professional manner; manages and coordinates public information programs and campaigns as assigned; evaluates the effectiveness of programs and makes modifications to meet the needs of the community;
- Develops and coordinates the education program for schools, community organizations, service clubs, and the business community; conducts informational tours of District facilities for civic and community groups, other agencies, and special groups;
▪ Coordinates and contributes to the creation and publication of District brochures, pamphlets, bulletins, PowerPoint presentations, and other materials; writes copy and does layout of graphic advertisements/public service announcements for various publications and partner agencies as needed;
▪ Prepares correspondence, reports, memos, speeches, articles and other written materials for the Board of Directors and staff as directed; coordinates and promotes activities, resource materials, and scheduling of the District's Speakers Bureau;
▪ Attends various community and civic meetings and functions to represent the District; may act as District spokesperson in these settings as assigned; makes oral presentations regarding District activities and services to a variety of community, governmental, and other local interest groups; coordinates and attends special events, prepares exhibits and displays, conducts demonstrations, distributes materials and devices, and answers questions;
▪ Assists in coordinating and photographing employee events; develops content for employee communications, including online intranet;
▪ Coordinates with other staff on water conservation; xeriscape; wastewater collection, treatment, and reclamation programs;
▪ Maintains the District's community image by consistently and efficiently using the District logo and slogan in a variety of applications and incorporating District branding messaging in communications; maintains customer library which includes pamphlets, brochures, catalogs, magazines, books, and other reference and information items;
▪ May direct the work of support staff on an assigned project;
▪ Operates copiers and a variety of office equipment;
▪ 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;
▪ 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:
▪ Proper English usage, grammar, spelling, and punctuation;
▪ Public relations principles and practices;
▪ Methods and practices of presenting information through press, radio, television, and other media;
▪ Principles and practices of news publicity writing;
▪ Graphic design, photography, printing, and production supplies and techniques;
▪ Video production and editing;
▪ Principles of instruction and curriculum development;
▪ Methods, techniques, and equipment used in preparing and delivering oral and audio-visual presentations;
▪ Group dynamics and community organizing techniques;
▪ Development, scheduling, and implementation of special events, workshops, seminars, press conferences, and other activities;
▪ Applicable laws, rules, and procedures pertaining to disclosure of information, press relations, and confidentiality;
- Computer word processing, graphics, spreadsheets, and desktop publishing systems;
- External and internal website editing management and social media platforms.

Ability to:
- Communicate clearly and concisely, both orally and in writing;
- 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 programs; operate programs within allocated amounts;
- Effectively use commercial photography equipment and techniques/promotion styles and photo journalism;
- Represent the District in a variety of meetings; speak publicly before a variety of groups in an effective manner, both formally and extemporaneously;
- Operate a computer and proficiently use a variety of software related to the job;
- Develop, maintain, and edit external and internal websites and social media sites;
- Exercise sound independent judgment within established guidelines; work independently and efficiently;
- Design, lay out, and prepare copy, and proofread a variety of publications;
- Meet schedules and timelines;
- Prepare and present materials that effectively communicate the intent of the message; research and prepare reports on a variety of subjects.

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:
equivalent to graduation from a four-year college or university with major course work in journalism, marketing, public relations, or a closely related field, and; two years of professional level experience in public information which included responsibility for media relations and publications. Public agency experience and knowledge of water and wastewater issues is desirable.

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 up 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.