



ROWLAND WATER DISTRICT

PUBLIC AFFAIRS REPRESENTATIVE

Definition

Under general direction performs professional, analytical and administrative activities in support of the District's public affairs and water conservation programs; implements community education and outreach programs; serves as a representative for the District with other public agencies, industry and community groups; works on a variety of special projects; creates and develops promotional materials; coordinates participation in community events; develops and implements programs for residential, commercial and landscape water conservation programs; analyzes data and writes reports; inputs data; performs related duties as assigned.

This position serves a mandatory six-month probationary period.

Distinguishing Characteristics

Positions in this class work under direction and exercise judgment in the performance of a variety of professional, technical, and administrative duties with occasional instruction or assistance. Employees in this class are expected to have full knowledge of the department policies and procedures to which assigned.

Supervision Received And Exercised

- Receives general direction from the Director of Administrative Services.
- Exercises discretion and independent judgment within established guidelines.

Example of Duties

Depending upon assignment, duties may include, but are not limited to the following:

- Create and disseminate District communication items such as news releases and letters, and publications such as brochures, newsletters and flyers
- Maintain working relationships with local media and coordinate with other public information professionals for the communities served by the District
- Write and post content on District web site; work with consultants to manage overall content and appearance of website.
- Conduct and/or coordinate special events; coordinate and set up displays and exhibits at community events.
- Organize and staff information booths and maintain supplies for distribution at public outreach and/or school education events; participate in event planning with other community organizations.

Example of Duties (continued):

- Develop, market and implement water conservation, water education and public outreach programs which may include facilitating classroom presentations, teacher workshops, tours.
- Develop classroom appropriate curriculum and pre and post-test materials.
- Coordinate educational opportunities regarding water use efficiency for a variety of consumer groups within the District (customers, business/industry, educators, students, etc.).
- Represent the District on water conservation issues at the regional level; carry out initiatives as directed for District customers (landscape audits, rebate programs, school education programs, teacher workshops, community events, etc.)
- Attend conservation meetings held by other agencies.
- Assist with the preparation of the bi-annual California Urban Water Conservation Council-Best Management Practices (CUWCC-BMP) reports.
- Participate in the preparation of the District's Urban Water Management Plan with respect to compliance with the demand Management Measures, education/outreach programs and other related topics.
- Respond to customer requests regarding information on water use efficiency and water education programs and activities.
- Present education and conservation programs to schools, civic organization, home owner associations, businesses and other groups.
- May respond to visitors and assist the public at the front counter, over the telephone or through e-mail; respond to inquiries.
- Participate in special projects as assigned.
- Perform related duties as assigned.

Qualifications

Knowledge of:

- English language usage, spelling, grammar and punctuation; communication and presentation techniques; water conservation methods and programs commonly found in Southern California; Microsoft business computer applications such as Word, Excel, PowerPoint, graphic design and the Internet. Second language skills desirable, but not required.
- Concepts of program marketing and outreach techniques.
- Basic principles and practices of public relations programs and services.
- Research methods and procedures.
- Applicable Federal, State and City laws, rules and regulations

Ability to:

- Communicate effectively, orally and in writing; organize and manage multiple priorities and projects; demonstrate initiative, task-oriented and follow-through in the approach to and completion of assignments.
- Establish and maintain effective working relationships with a variety of individuals and groups.
- Properly interpret and make decisions in accordance with laws, rules, regulations and policies.
- Conduct surveys, research and analysis.
- Collect, compile, analyze, and interpret statistical data.

Ability to (continued):

- Interpret, comply with and explain the District's policies, rules and regulations, and safety policies.
- Participate in job-related activities at times other than normal business hours, i.e., weekends, evenings and at various locations.

Experience and Education

Any combination equivalent to experience and education that could likely provide the required knowledge and abilities would be considered qualifying. A typical way to obtain the knowledge and abilities would be:

- Bachelor's degree from an accredited college or university with major course work in public relations, marketing, public administration or related field and some experience in performing technical and administrative work, preferably as a municipal administrative intern; or
- Equivalent to completion of an Associate of Arts Degree or specialized courses in the area to which assigned and five (5) years experience in the department in which assigned.

Overtime Assignments

The purveyance of water is a vital service to the community and as such requires the availability of District personnel at all times. Consequently, employees will be required to respond to emergency calls, accept periodic overtime assignments, and perform any and all duties deemed necessary by the District. Lacking a bona fide excuse satisfactory to the District, a failure to report when called could result in termination.

Fair Labor Standards Act

For the purposes of the Fair Labor Standards Act, this position shall be considered a General Employee Unit, "non-exempt" position.

Equal Opportunity Employer:

Rowland Water District is an equal opportunity employer, and does not discriminate in hiring, training, promotion, compensation or terms of employment on the basis of race, religious creed, color, national origin, ancestry, physical handicap, medical condition, marital status or sex.

Americans with Disabilities Act

The District will make such reasonable accommodation to enable persons with disabilities to fulfill the requirements of the position in accordance with the Americans with Disabilities Act of 1990.

*Job Descriptions only present a descriptive summary of the range of duties and responsibilities for the specified position. Therefore, Job Descriptions **may not include all** duties performed by individuals holding the position. In addition, job descriptions are intended to outline the **minimum** qualifications necessary for entry into the position and do not necessarily convey the qualifications of incumbents within the position. Job Descriptions shall be periodically reviewed and updated by the General Manager.*

I have reviewed this Job Description with my Supervisor and agree with its contents.

Employee Signature

Date

Supervisor Signature

Date