

**RANCHO CALIFORNIA WATER DISTRICT  
POSITION DESCRIPTION**

**DATE:** July 1, 2019

**POSITION TITLE:** PUBLIC INFORMATION SPECIALIST I / II

**GRADE LEVEL:** E14 / E16

**SUPERVISOR TITLE:** Public Affairs Manager

**FLSA STATUS:** [ ] Exempt [X] Non-Exempt

**BARGAINING UNIT:** [X] RCWDEA [ ] RCWD MPCEA

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**DEFINITION**

Under general supervision, this position is responsible for planning, promoting, publicizing, producing and handling the District's branding; communications content management; community engagement; customer support; industry relations; media relations; public education and outreach; and, social media campaigns. This position will serve as the District's media liaison, and oversees and facilitates the development and dissemination of myriad communications and publications

**CLASS CHARACTERISTICS**

***Public Information Specialist I***

This is a journey level classification. Because employees at this level are expected to be fully trained and competent, positions assigned to this classification require significant previous work experience and training in the appropriate field. Positions assigned to this level independently perform highly technical and specialized professional duties. 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. Positions assigned to this level independently perform highly complex tasks, serves as a liaison between the District and designated agencies; represents the District in meetings with other public agencies, elected and appointed governmental officials, community and industry groups and the media; and performs related duties as assigned. The incumbent will be expected to

communicate effectively, verbally and in writing. 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**

- ✎ 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 online presence, including planning and executing the District's social media campaigns, and serving as a liaison with the District's website consultant to implement changes and updates, and to maintain the site's accuracy, consistency, and functionality
- ✎ Monitors and researches a variety of topics relevant to the District, including legislative issues, water conservation issues, and other related issues
- ✎ Assists in fostering positive relations with local and regional business and 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
- ✎ 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










**QUALIFICATIONS**

**Knowledge of:**

- ✎ Knowledge of public affairs, public relations, and/or marketing practices
- ✎ Special District Administration Practices
- ✎ Highly-proficient with word processing spreadsheet, graphic manipulation and page-layout software applications
- ✎ Advanced word processing (Excel, Access and presentation software)
- ✎ Public relations and public information principles and practices

-  National Common Core Standards for education
-  Associated Press guidelines
-  Social media programs
-  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) or more 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):

- ✎ Represents the Communications Department to internal departments, elected officials, 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
- ✎ Supervises and 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; monitors expenditures. 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 legislation
- ✎ 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) or more 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