



Public Outreach and Government Affairs Representative I

Department/Division:	Public Affairs
Reports To:	Manager of Public Outreach and Government Affairs
Provides Direction To:	N/A
FLSA Exemption Status:	Non-Exempt
Effective Date:	12/19/2024

GENERAL PURPOSE

Under close supervision, performs a variety of professional and administrative activities in support of District public affairs and community involvement programs; serves as a liaison between the District and other public agencies, community and industry groups; creates and develops a wide variety of printed and electronic materials and other services for use in public information programs and social media communications; helps develop water conservation messaging and education for the community; and performs related duties as assigned.

DISTINGUISHING CHARACTERISTICS

The Public Outreach and Government Affairs Representative I is the entry-level classification in the Public Outreach and Government Affairs Representative series. Incumbents learn and perform routine duties related to the development, preparation, and implementation of strategic communications, including public information and customer and community engagement activities. Positions within this classification initially work under close supervision with frequent review of work, however the level of review lessens as an incumbent demonstrates the ability to perform the work independently. As experience is gained, assignments become more varied and complex. The Public Outreach and Government Affairs Representative I is distinguished from the Public Outreach and Government Affairs Representative II in that the Public Outreach and Government Affairs Representative I functions under closer supervision as skills are developed and are not required to exercise the same level of independence and judgement related to work procedures and methods. Work is usually supervised while in progress and fits an established structure or pattern.

ESSENTIAL FUNCTIONS

The duties listed below are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the class.

- Serves as a liaison and represents the District with designated governmental agencies and elected officials; industry, business, professional, education, and community groups and organizations; key stakeholders; and the general public.

- Initiates, develops, and maintains positive relationships and represents the District with elected officials, consultants, governmental, business, civic, education, industry, community representatives and groups, and the general public.
- Provides and presents information on District programs and projects before professional/community organizations, at schools and education events, and in public forums.
- Organizes and facilitates public meetings and develops related exhibits.
- Participates in a variety of strategic communications, public information, and community engagement activities, events, and programs for the dissemination of information regarding the District's operations, systems, policies, programs, and procedures.
- Supports District water education, conservation, and rebate programs designed to improve water conservation efforts across the District.
- Develops and coordinates public awareness campaigns, information or community involvement programs or internal communication projects; designs and develops supporting materials; organizes and coordinates deadlines and production schedules to carry out program responsibilities.
- Leads field visits, presentations and tours for various clubs, schools, and community groups of District facilities and operations.
- Coordinates and schedules community events and meetings, including invitations/notifications, agendas, and material preparation and dissemination.
- Respond to customer/stakeholder inquiries and work with District staff to develop the appropriate response.
- Tracks District projects and provides proper and timely information to members of the impacted communities and/or District customers.
- Create, coordinate, edit, and provide content to technical reports, staff reports, correspondence, newsletters, fact sheets, brochures, annual reports, presentations, newspapers, magazines, public information materials, speeches, educational programs, and other written materials.
- Assists with developing strategic initiatives with corresponding performance measures and goals, recommends and implements changes to District outreach and engagement processes.
- Participates in the development, update, and implementation of the District's short- and long-term communications plans.
- Plans, develops, and creates graphic materials, including flyers, brochures, newsletters, fact sheets, bill inserts, charts, news releases, feature articles, photographs, and other print/graphic materials for community groups and broadcast media; aligns work products with WVWD's strategic priorities, the District's Strategic Communications Implementation Plan, and key messaging.
- Oversees and supports outreach and support for customers in impacted areas; responds to inquiries and complaints from the general public and works with various departments to resolve issues.
- Attend and participate in professional group meetings, staying on top of new trends and innovations in the industry.
- Act as project manager as assigned, coordinating special projects and studies.
- Submits budget recommendations, supports purchasing guidelines and processes and monitors project expenditures.
- Maintain prompt and regular attendance.

- Performs other related duties, as assigned.

QUALIFICATION GUIDELINES:

Knowledge of:

- Concepts, principles, practices, methods, procedures, and techniques used in public affairs, community engagement, education, public information, marketing, branding, outreach, public speaking, and communications.
- Principles and practices of program development, management, analysis, and administration.
- Methods and techniques used to collect and analyze data and prepare reports on findings.
- District organization, functions, programs, policies, procedures, and initiatives.
- Basic water use-efficiency principles and program communications commonly used by water utilities.
- Principles, methods, and techniques of graphic design, layout, and print production.
- Basic functions and authorities of public agencies and special districts, including the roles and responsibilities of a public governing board.
- Modern office procedures, methods, and equipment.
- Basic principles and practices of management, finance, budgeting, and accounting.
- Research techniques, methodology, analysis and interpretation.
- Safe work practices

Ability to:

- Communicate clearly, concisely, and effectively, both orally and in writing, adapting writing and presentation styles and techniques in order to engage diverse audiences.
- Effectively organize and prioritize work.
- Identify and interpret technical information in order to effectively communicate the information with various audiences.
- Use sound judgment in applying principles, practices, methods, and techniques used on public affairs, community outreach, water conservation and education, public relations, and communications programs.
- Perform highly detailed work under changing and intensive deadlines on multiple concurrent tasks.
- Analyze issues, research, and identify solutions, project consequences of proposed actions, and make and implement recommendations in support of District goals.
- Think creatively with the ability to develop innovative approaches to meet the communications needs of the District.
- Effectively represent the District in a professional manner.
- Establish and maintain cooperative working relationships with others.
- Respond to requests and inquiries from the general public.
- Provide premier customer service at all times to internal and external stakeholders and customers.
- Participate in job related activities at times other than normal business hours at locations throughout the community or region.
- Understand, interpret, and apply general and specific administrative and office policies and procedures, as well as pertinent laws and regulations.
- Develop and maintain accurate records and files.
- Operate standard office equipment, personal computers, internet, Microsoft Office products, and audio/visual equipment.
- Observe proper safety precautions.

Minimum Qualifications:

Any combination of education, training, and experience that would likely provide the knowledge, skills, and abilities to successfully perform in the position is qualifying. A typical combination includes:

Education: Possession of an Associate degree with major coursework in public relations, marketing, communications, education, environmental sciences, or related field. Bachelor’s Degree is desirable.

AND

Experience: One (1) year of experience providing professional support to a public information program.

Licenses, Certificates, Special Requirements:

Possession of a valid Class C California driver’s license, acceptable driving record, and proof of auto insurance in compliance with the District’s Vehicle Insurance Policy standards.

Desirable Licenses/Certifications:

J. Lindsey Wolf Certificate in Communications.

Basic PIO and JIC/JIS (G290-291)

Accreditation in Public Relations (APR) or similar accreditation.

PHYSICAL AND MENTAL DEMANDS

The physical and mental demands described below are representative of those that must be met by an employee to successfully perform the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions on a case-by-case basis.

While performing the duties of this classification, an incumbent is regularly required to use hands and fingers to handle or feel. The employee is frequently required to talk, hear, and to sit and reach with hands and arms. The employee is occasionally required to stand, walk, climb or balance and stoop, kneel, crouch or crawl. The employee must regularly lift and/or move up to twenty -five (25) pounds or sixty (60) pounds with assistance. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception and the ability to adjust focus.

THE GENERAL SITION MAY BE ELIMINATED, OR THE DUTIES, QUALIFICATIONS AND TRAINING REQUIRED CHANGED BY THE BOARD OF DIRECTORS AND/OR THE GENERAL MANAGER, WHEN IN THEIR JUDGEMENT, IT IS CONSIDERED NECESSARY AND PROPER FOR THE EFFICIENT OPERATION OF THE DISTRICT.