



Public Outreach and Government Affairs Representative II

Department/Division:	Government and Public Affairs
Reports To:	Manager of Government and Public Affairs
Provides Direction To:	N/A
FLSA Exemption Status:	Non-Exempt
Date Prepared:	11/16/2023

GENERAL PURPOSE

Under general direction, this position 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 other related duties as required.

DISTINGUISHING CHARACTERISTICS

The Public Outreach and Government Affairs Representative II is the fully qualified, journey-level classification in the Public Outreach and Government Affairs Representative series. Incumbents perform a full range of routine and complex duties related to the development, preparation, and implementation of strategic communications, including public information and customer and community engagement activities, as well as supporting the Department's crisis and emergency communication efforts. An incumbent exercises independent project management skills, and has responsibility for planning, developing, and evaluating the District's strategic communications program and outreach efforts. Incumbents at this level receive only occasional instruction or assistance as new situations arise and are expected to be fully aware of the established systems, operating procedures, and policies of the Department and District. The Public Outreach and Government Affairs Representative II is distinguished from the Public Outreach and Government Affairs Representative I in that the Public Outreach and Government Affairs Representative II independently performs the full range of strategic communication duties and regularly exercises independent judgment and initiative. The Public Outreach and Government Affairs Representative II is distinguished from the Senior Public Outreach and Government Affairs in that the Senior Public Outreach and Government Affairs Representative is a lead level classification and provides technical and functional direction to other staff.

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.
- 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.
- Coordinates assigned public awareness campaigns, information or community involvement programs, or internal communication projects, organizing and coordinating deadlines and production schedules.
- Coordinates and schedules community events and meetings, including invitations
- Coordinates and assists with media activities and events; develop press releases, media advisories, and public service announcements; and support the Manager of Public Outreach and Government Affairs in emergency situations including working with the public and media to convey critical District information, monitor events, and develop updates as appropriate.
- Plans, develops, and creates graphic material, including flyers, brochures, newsletters, fact sheets, bill inserts, charts, and other print/graphic materials; aligns work products with WVWD's strategic priorities, the District's Strategic Communications Implementation Plan, and key messaging; coordinates timelines and schedules as well as the production and printing of materials.
- Administers the District's social media pages and other electronic communications including developing content, determining the optimal timing and placement of messaging, and development of new digital engagement tools.
- 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 communication plans.
- 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.
- Acts as project manager as assigned, coordinating special projects and studies.
- Submits budget recommendations, supports purchasing guidelines and processes and monitors project expenditures.
- Supports District water education, conservation, and rebate programs designed to improve water conservation efforts across the District.
- Attend and participate in professional group meetings, staying on top of new trends and innovations in the industry.
- Maintain prompt and regular attendance.
- Performs other related duties, as assigned.

QUALIFICATIONS 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:

- Demonstrate ability to create graphic materials, including flyers, brochures, newsletters, fact sheets, bill inserts, charts, and other print/graphic materials;
- Coordinates timelines and schedules as well as the production and printing of materials;
- 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 communication 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: Equivalent to a bachelor's degree from an accredited college or university with major coursework in public relations, marketing, communications, education, environmental sciences. Master's degree in a related field may substitute for one year of experience.

AND

Experience: Three (3) years of progressively responsible experience providing professional support to a public information program, preferably in the public sector.

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 is required.

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 here are representative of those that must be met by employees to successfully perform the essential functions of this class. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

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 ten (10) pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception and the ability to adjust focus.

THIS POSITION 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.