



**APPROVED BY: THE CHIEF
OPERATING OFFICER**

EFFECTIVE: November 2024

PUBLIC INFORMATION REPRESENTATIVE I/II

Class specifications are intended to present a descriptive list of the range of duties performed by employees in the class. Specifications are not intended to reflect all duties performed within the job.

DEFINITION

To perform a variety of public outreach and community relations activities for the distribution of information regarding District operations, policies, and procedures; to work with neighborhood communities, businesses, schools, and civic leaders to assure their understanding of District policies and operations; and to perform a variety of tasks relative to assigned areas of responsibility.

DISTINGUISHING CHARACTERISTICS

Public Information Representative I

This is the entry level class in the Public Information Representative series. This class is distinguished from the Public Information Representative II by the performance of the more routine tasks and duties assigned to positions within the series, while learning to perform the full range of duties. Employees have only limited related work experience. Advancement to the "II" level is based on demonstrated proficiency in performing the assigned functions and is at management discretion.

Public Information Representative II

This is the journey level class within the Public Information Representative series. Employees within this class are distinguished from the Public Information Representative I by the performance of the full range of duties as assigned and with only occasional instruction or assistance as new or unusual situations arise and are fully aware of the operating procedures and policies of the work unit. Positions in this class are flexibly staffed and are normally filled by advancement from the "I" level, or, when filled from the outside, have prior experience.

SUPERVISION RECEIVED AND EXERCISED

Public Information Representative I

Receives immediate supervision. Employees within this class work in the presence of their supervisor or in a situation of close control and easy reference. Work assignments are given with explicit instructions or are so routine that few, if any, deviations from established practices are made without checking with the supervisor.

Public Information Representative II

Receives general supervision. The assigned duties for employees within this class require the exercise of judgment or choice among possible actions, sometimes without clear precedents and with concern for the consequences of the action. Employees may or may not work in proximity to their supervisor.

TYPICAL DUTIES

The duties specified below are representative of the nature and level of duties assigned to this class and are not intended to be an inclusive list. 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 this position. Management reserves the right to add, modify, change, or rescind the work assignments of different positions

1. Promote awareness of District goals, projects, and programs through employee targeted news and events; prepare online employee news items and distribute through email and online channels, including internal website, employee app, and other cloud-based tools.
2. Analyze and interpret information on a variety of integrated water resource issues; plan and implement, with management concurrence, appropriate communication strategies.
3. Research, write, and edit press releases, feature articles, and other materials for newspapers, magazines, radio, and television; develop and maintain contacts with the news media; represent the District at media engagements; serve as spokesperson to media representatives.
4. Design or lay out District publications requiring graphic specialties including on demand design services for new and existing materials including fact sheets FAQs, maps, posters, reports, invitations, brochures, fliers, and logos; employ student interns or part-time help for the design of various graphic publications and web design graphics; provide graphic support for web videos; provides infographics and content for social media; solicit graphic designers, photographers, and printers in the production of publications.
5. Perform various administrative tasks including communicating with vendors, consultants, contractors, RFPs, PRs; marketing budget; process invoices.

6. Use current technologies to develop/maintain multimedia efforts, including PowerPoint presentations, photography, video production, and social media content.
7. Assist in the preparation and administration of specific program areas of the public information budget; submit program budget recommendations; forecast additional funds needed for specific staffing, equipment, materials, and supplies.
8. Develop, maintain and work with contacts with various community groups and organizations and government representatives; promote positive relations with the general public, community groups, employees, schools, and local government.
9. Develop a variety of survey instruments; conduct surveys of program participants to determine participant needs; interpret and record survey results; implement program changes in response to results.
10. Maintain an in-depth knowledge in one or more integrated water resource issues that affect the District such as distribution of water supplies, long range water supply planning, water conservation, recycling and environmental protection, purified water, imported water, watershed protection, and flood management.
11. Plan, organize, and conduct tours and open houses of District facilities as assigned.
12. Attend and participate in professional group meetings; stay abreast of new trends and innovations in the areas of assigned responsibilities.
13. Work with schools and community groups to schedule community education programs. Involves curriculum development, program logistics, coordinate teacher and other environmental educators training workshops.
14. Employees have a responsibility for safety; for following safety regulations and safety policies and procedures applicable to their work.
15. Pursuant to California Government Code Section 3100, all public employees are required to serve as disaster service workers subject to such disaster service activities as may be assigned to them by their supervisors or by law.
16. Perform related duties and responsibilities as required.

QUALIFICATIONS

The level and scope of the knowledge, skills and abilities listed in this section are related to the job duties as defined under Distinguishing Characteristics.

Public Information Representative I

Some Knowledge of:

Principles, techniques, and methods of public information, education and volunteer outreach, and community relations.

Some positions require methods and techniques of graphic design, web and video design, and print production.

Procedures and processes utilized in preparing information for dissemination through various media.

English usage, spelling, grammar, and punctuation.

Ability to:

Perform a variety of public outreach and community relations activities for the District.

Learn operations, policies, procedures, and programs of the District.

Learn current issues and projects impacting District operations.

Learn to apply special graphic production techniques in the distribution of informational materials.

Learn to monitor and make recommendations for modifications to existing communication procedures.

Learn to interpret, apply, and explain District policies, operations, and procedures.

Respond to requests and inquiries from the public.

Develop and maintain contacts with the news media, various community groups, schools, and government representatives.

Communicate clearly and concisely, both orally and in writing including public speaking and presentation skills.

Establish and maintain effective working relationships with those contacted in the course of work.

Training and Experience Guidelines

The following combination represents the minimum training and experience requirements for this classification:

Training

Equivalent to a Bachelor's degree from an accredited college or university with major course work in communications, journalism, public relations, graphic design, education, or a related field.

Experience

One (1) year of experience in public relations, public information, community relations, graphic design, education, or outreach activities.

Substitution

Directly related experience may be substituted for the college requirement on the basis of one and one-half years of experience for one year of education to a maximum of four years.

License or Certificate

Possession of, or ability to obtain, an appropriate, valid California driver's license.

Positions that work in a school setting must submit and pass a tuberculosis test and criminal background check.

Public Information Representative II

In addition to the qualifications for Public Information Representative I:

Working Knowledge of:

Principles, techniques, and methods of public information and community relations.
Some positions require methods and techniques of graphic design, web and video design, and production.

Some positions require state education curriculum requirements.

Operations, policies, and procedures of the District.

Current issues and projects impacting District operations.

Ability to:

Apply graphic production techniques in the distribution of informational materials.

Monitor and make recommendations for modifications to existing communication.

Interpret, apply, and explain District policies, operations, and procedures.

Training and Experience Guidelines

The following combination represents the minimum training and experience requirements for this classification:

Training

Equivalent to a Bachelor's degree from an accredited college or university with major course work in communications, journalism, graphic design, public relations, education, or a related field.

Experience

Three (3) years of experience in public relations, graphic design, education and/or volunteer outreach, public information, community relations, or outreach activities.

Substitution

Directly related experience may be substituted for the college requirement on the basis of one and one-half years of experience for one year of education to a maximum of four years.

License or Certificate

Possession of, or ability to obtain, an appropriate, valid California driver's license.

Positions that work in a school setting must submit to and pass a tuberculosis test and criminal background check.

WORKING CONDITIONS

Environmental Conditions

Office and field environment; some positions require frequent field visits or occasional field assignments; travel from site to site; work closely with others or alone; exposure to electrical and radiant energy; irregular work hours including overtime and possible rotating shifts; some positions may involve exposure to inclement weather; heat, cold, dampness, chilling and dry atmospheric conditions; uneven terrain; slippery surfaces; work in confined spaces; work at elevated heights, work with machinery; work around moving vehicles and around high traffic; exposure to biohazards; dirt, dust, fumes, vapors, smoke, gases, noise, poison oak, chemicals, biological and chemical contaminants, wildlife, and other conditions associated with construction sites, water treatment plants and urban and remote field conditions.

Physical Conditions

Essential and other important functions may require maintaining physical condition necessary for walking, standing or sitting for extended periods of time; audiovisual acuity; manual dexterity; moderate lifting; operating motorized equipment and vehicles, walking on uneven surfaces including hard terrains, uneven slopes, and inclined surfaces; stooping, pushing, pulling, squatting, crawling, twisting, kneeling, climbing, and bending at neck and waist; simple grasping; fine manipulation; power grasping; work above and below shoulder and in awkward positions.

CLASS LEGEND

Established Date: 5/2018
Employee Groups: EA
Revisions Dates: 5/2019, 11/2024
FSLA Status: Non-exempt

	<u>Current</u>	<u>Previous</u>
Class Code:	ZA2/5	
Series Code:	1ZA	
Family Code:		
Previous Titles:		