



FEBRUARY 2022

FLSA: NON-EXEMPT

## COMMUNITY AFFAIRS PROGRAM SPECIALIST

### **DEFINITION**

Under general supervision, organizes and implements water use efficiency and conservation programs and activities that promote public awareness and cooperation; develops and implements community education and outreach programs; assists with water education, public information and/or governmental affairs; and coordinates assigned activities with other divisions. Serves as a representative for the District with other public agencies, committees, and community groups; works on a variety of special projects; and performs related work as required.

### **SUPERVISION RECEIVED AND EXERCISED**

Receives general supervision from the Community Affairs Manager. Exercises no supervision of staff. Provides functional direction to support staff, such as interns.

### **CLASS CHARACTERISTICS**

This is the entry-level classification in the Community Affairs series, responsible for developing and implementing the District's water use efficiency and conservation programs and activities as well as community education and outreach programs. Incumbents initially work under supervision as they learn to design and implement assigned programs. With experience, incumbents are expected to perform the full range of programmatic responsibilities, work independently in exercising judgement and initiative.

### **EXAMPLES OF TYPICAL JOB FUNCTIONS** (Illustrative Only)

*Management reserves the right to add, modify, change, or rescind the work assignments of different positions and to make reasonable accommodations so that qualified employees can perform the essential functions of the job.*

- Develops and implements public outreach activities including meetings, workshops, tours, community events and programs to further District objectives and improve community relations.
- Plans, develops, and implements public awareness, information, or community involvement programs or internal communication projects; designs, develops, and creates supporting materials, including flyers, brochures, newsletters, fact sheets, bill inserts, and other print or social media graphics.
- Develops, plans, organizes, and implements water use efficiency programs that support the District's best practices for residential water audits, residential device retrofits, large landscape audits, rebates for water efficient devices and appliances, water use efficiency and water waste prohibition ordinances.
- Coordinates resources for customer assistance and direct install programs, including serving as liaison between the customer, partner agencies and the vendor; tracks customer information, program performance and overall progress to achieve program goals; reports on progress.

- Performs a variety of customer service functions related to water efficiency; responds to inquiries in writing or on the phone about programs; advises customers on methods and techniques to achieve water use efficiency and conservation goals; serves as the primary responder to water efficiency-related phone calls, emails, and walk-in customer inquiries.
- Prepares project budgets; tracks and monitors project and program costs; learns procedures for procurement of materials and services required for District programs.
- Plans and implements public outreach activities during critical water supply periods, water leak incidents, flood, and other emergencies as needed.
- Enters and queries data using a variety of software and systems; develops and maintains databases to record and track data.
- Researches, develops, and implements program specific curriculum and educational support materials for water education programs in the classroom and outdoor settings that align with California State Science Standards.
- Designs, promotes, and implements staff development workshops for educators, to train, support, and prepare them for delivering water-related education curriculum and classroom activities.
- Prepares reports, documents, and surveys as required to monitor education program accomplishments and annually analyzes and interprets program data.
- Prepares a variety of written correspondence, reports and other written materials.
- Makes presentations to the committees, community, schools, individual customers, and other groups regarding water use efficiency and conservation issues; coordinates and participates in water awareness education; represents the District at community engagement and public relations functions.
- Represents the District on water use efficiency and education activities at the regional level; attends and participates in local and regional committees led by other agencies such as Chino Basin Water Conservation District, Inland Empire Utilities Agency, and Metropolitan Water District of Southern California.
- Performs related duties and responsibilities as required.

## **QUALIFICATIONS**

### **Knowledge of:**

- Principles, practices, and methods of indoor and outdoor water use efficiency and conservation for residential, commercial, industrial, and institutional applications.
- Strategies and methods for effective educational programs, methods of conservation program implementation and monitoring, including water conserving plants, types of soil, turf grasses, and irrigation systems.
- Principles, techniques, and methods of public information, outreach, and community relations.
- Principles and practices of program development, implementation, and administration.
- Principles, methods, and techniques of journalistic, report writing and preparation of informational materials.
- English usage, spelling, vocabulary, grammar, and punctuation.
- Principles, techniques, and methods for providing high level of customer service by phone and face-to-face.

**Ability to:**

- Plan, develop, implement, and evaluate public information, community outreach, and education programs.
- Create effective graphic designs and creative approaches for use in public information and education programs.
- Coordinate, plan, and facilitate public events.
- Prepare clear, concise, accurate, and complete documents, presentations, reports, publications, correspondence, records, and other written materials.
- Present information and/or recommendations clearly, logically, and persuasively.
- Organize and prioritize a variety of projects and multiple tasks in an effective and timely manner; organize own work, set priorities, and meet critical time deadlines.
- Operate modern office equipment, including computer equipment and software programs.
- Use English effectively to communicate in person, over the telephone, and in writing.
- Use tact, initiative, prudence, and independent judgment within general policy, procedural, and legal guidelines.
- Establish, maintain, and foster positive and effective working relationships with those contacted in the course of the work.

**Education and Experience:**

*Any combination of training and experience that would provide the required knowledge, skills, and abilities is qualifying. A typical way to obtain the required qualifications would be*

A high school diploma or satisfactory equivalent and college level course work in water related science, environmental studies, communications, journalism, public relations, marketing, or a related field; and one (1) year of experience in water use efficiency and conservation programs, teaching methods consistent with state-wide educational standards, community relations, or outreach activities.

Ability to speak and write fluently in Spanish is highly desirable.

**Licenses and Certifications:**

- Possession of a valid California Driver's License and a satisfactory driving record.

**PHYSICAL DEMANDS**

Must possess mobility to work in a standard office setting and use standard office equipment, including a computer; to operate a motor vehicle and to visit various District and meeting sites; vision to read printed materials and a computer screen; and hearing and speech to communicate in person, before groups and over the telephone. This is primarily a sedentary office classification although standing in work areas and walking between work areas may be required. Finger dexterity is needed to access, enter and retrieve data using a computer keyboard, typewriter keyboard or calculator and to operate standard office equipment. Positions in this classification occasionally bend, stoop, kneel, reach, push and pull drawers open and closed to retrieve and file information. Employees must possess the ability to lift, carry, push, and pull materials and objects weighing up to 25 pounds.

**ENVIRONMENTAL ELEMENTS**

Employees work in an office environment with moderate noise levels, controlled temperature conditions and no direct exposure to potentially hazardous physical substances. Employees also work out in the District and may be exposed to loud noise levels, cold and hot temperatures, and inclement weather conditions. Employees may interact with upset staff and/or public and private representatives in interpreting and enforcing departmental policies and procedures.