



September 2016

Water Use Efficiency Analyst

DEFINITION

Under general supervision, performs a variety of professional, analytical, and administrative duties related to the development and implementation of the District's water use efficiency and conservation programs and activities; develops and implements programs to inform, educate, and assist customers with efficient water use and conservation; performs analytical work in support and development of water use efficiency and conservation information promoting public awareness and cooperation; assists in analyzing program goals, performance measures, and sources of funding; implements community education and outreach programs; 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 technical and functional direction to lower-level staff, including interns.

CLASS CHARACTERISTICS

This is a single incumbent professional-level classification responsible for developing and implementing the District's water use efficiency and conservation programs and activities. Incumbents in this class exercise considerable independent judgment and initiative in the development, coordination, planning, and analyzing of internal and external communications and data and coordination of water use efficiency and conservation activities and programs. This class is distinguished from the Community Affairs Manager in that the latter has management oversight of public relations, water use efficiency and conservation programs, and community affairs.

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.

- Assists in the development and implementation of goals and priorities for cost-effective water use efficiency and conservation programs; tracks customer information and performance and overall progress to achieve program goals; reports on progress.
- Coordinates the implementation of landscape water use efficiency and conservation programs consistent with current state/federal laws and standards, develops printed materials, and conducts customer workshops on water efficient landscaping and irrigation systems design.
- Identifies and evaluates water use efficiency and conservation measures and practices for residential, commercial, industrial, and institutional customer classes; recommends incentives to optimize water use practices; calculates cost/benefit analyses; evaluates and purchases devices for implementation.

- Schedules and conducts water audits, inspections, and evaluations of residential, commercial, industrial, and institutional customers; assesses the efficiency of water use, particularly for landscape irrigation; produces written reports with results and provides recommendations on water usage and conservation techniques, equipment improvements, and other methods of achieving more efficient water use while promoting good water management practices.
- Identifies, targets, and conducts water surveys for top water users; tests various water devices and evaluates irrigation systems; makes recommendations and installs efficient devices; programs complex irrigation schedules.
- Interacts with the public, property managers, landscape managers, staff, and outside agencies; responds to customer inquiries about water use and request for water use efficiency and conservation information; advises customers on methods and techniques to achieve water use efficiency and conservation goals.
- Gathers and analyzes data and makes written reports to site owners and managers outlining suggestions for water system use improvements.
- Develops and maintains knowledge of all irrigation systems and practices.
- Makes presentations to the Board of Directors, 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 service and public relations functions relating to water use efficiency and conservation.
- Analyzes availability and feasibility of grant funding for water use efficiency/conservation/education programs and initiatives; completes grant applications to secure funding; ensures all reports and program budgets required by grant programs are complete as required.
- Ensures the District water use efficiency and conservation initiatives achieve all state and local objectives and requirements, including those of the California Water Efficiency Partnership (CalWEP); serves as the District's representative to the partnership.
- Maintains awareness of new developments in the field of water use efficiency and conservation; monitors and evaluates developments in water use efficiency and conservation technologies and techniques and incorporates new developments as appropriate into programs.
- Plans, coordinates, and participates in special events, workshops, and professional seminars; makes presentations to community groups, schools, and other groups.
- Prepares requests for proposals and administers consultant contracts.
- Assists in managing the District's media relations, including writing news releases, articles, social media posts, and coordinating media events.
- Responds to reported water waste complaints; assists in patrolling water service area to enforce District and state water use requirements.
- Coordinates assigned 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, overlays, charts, and other print graphic materials; conducts background research to write materials; organizes and coordinates deadlines and production schedules to carry out program responsibilities.
- Represents the District on water use efficiency and conservation programs and activities at the regional level; attends and participates in local, regional, and statewide public information and education meetings held by other agencies such as Inland Empire Utilities Agency, Metropolitan Water District of Southern California, and California Water Efficiency Partnership (CalWEP).
- Assists in the preparation and administration of specific program budgets; submits program budget recommendations; forecasts additional funds needed for specific staffing, equipment, materials, and supplies. Develops budget items related to water use efficiency and conservation programs.
- Participates in the preparation of the District's Urban Water Management Plan with regard to compliance with the Demand Management Measures and other related topics.

- Coordinates deadlines and production schedules to carry out program responsibilities; develops, organizes, and coordinates implementation of assigned special events and activities.
- Performs related duties and responsibilities as required.

QUALIFICATIONS

Knowledge of:

- Principles, practices and techniques of water management and indoor and outdoor water use efficiency and conservation for residential, commercial, industrial, and institutional applications.
- Principles, practices, and techniques of landscape and irrigation system maintenance and design.
- 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 writing.
- Methods and techniques of graphic design, layout, and print production.
- Principles, methods, and techniques used in the distribution of information to targeted audiences.
- Advertising and public relations industry practices and trends.
- Procedures utilized in preparing information for dissemination through various media.
- Applicable federal, state, and local laws, regulatory codes, ordinances, and procedures relevant to assigned area of responsibility.
- Principles and practices of research and analysis.
- English usage, spelling, vocabulary, grammar, and punctuation.
- Techniques for effectively representing the District in contacts with governmental agencies, community groups, and various business, professional, educational, regulatory, and legislative organizations, and the media.
- Techniques for providing a high level of customer service by effectively dealing with the public, vendors, contractors, and District staff.

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.
- Apply advanced writing styles and techniques appropriate for various audiences and business and public relations purposes; ability to edit and evaluate written materials with efficiency and accuracy.
- 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.
- Interpret, apply, explain, and ensure compliance with applicable federal, state, and local policies, procedures, laws, and regulations, technical written material, and District policies and procedures.
- 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

Equivalent to graduation from an accredited four-year college or university with major course work in environmental studies, communications, journalism, public relations, marketing, or a related field, and two (2) years of experience in water use efficiency and conservation, public relations, public information, community relations, or outreach activities.

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

Licenses and Certifications:

- Possession of, or ability to obtain, a valid California Driver's License by time of appointment.
- Possession of, or ability to obtain, within six months, a Water Use Efficiency Practitioner Certification from the American Water Works Association.

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.