



APRIL 2016

## COMMUNITY AFFAIRS COORDINATOR

### **DEFINITION**

Under general supervision, performs a variety of professional, analytical, and administrative duties related to the development and implementation of the District's public relations, community outreach, and education programs and activities; develops strategic internal and external communications, public information, and customer and community relations activities; 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; prepares promotional and informational materials for dissemination through a variety of communications media, public meetings, and events; assists in developing and implementing water use efficiency programs; and performs related work as required.

### **SUPERVISION RECEIVED AND EXERCISED**

Receives general supervision from the Water Resources and 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 community affairs, public relations, and education programs and activities. Incumbents in this class exercise considerable independent judgment and initiative in the development, coordination, and planning of internal and external communications, public information, and customer and community relations activities and programs. This class is distinguished from the Water Resources and Community Affairs Manager in that the latter has management oversight of water resources development, public relations, 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.*

- Performs a variety of public outreach and community relations activities, events, and public awareness programs for the dissemination of information regarding District goals, long-term programs, operations, policies, and procedures to internal and external contacts with local government and legislative representatives, community organizations, schools, and various communications media outlets.
- Designs and edits District publications and public information materials; gathers and compiles information and images through research; creates original content and designs for the District's web and print publications; creates and maintains newsletters, press releases, messaging boards, media advisories, flyers, advertisements, and other publications for the District's community; aligns work products with District's communication priorities.

- Develops, implements, and maintains education and public outreach programs.
- Represents the District on public information and education 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 Urban Water Conservation Council.
- Develops and implements water use awareness and education programs, including but not limited to school education programs, teacher workshops, and community events; develops and writes educational and informational materials.
- Assists in developing and implementing water use efficiency programs and communicating all aspects of water awareness to District customers.
- Coordinates and plans community events; develops internal and external communications and publications; attends, coordinates, and participates in city and regional events as District representative.
- Collaborates with regional partners to provide educational opportunities for students and educators within the District's service area; meets and partners with principals, teachers, and other educational staff within District's service area.
- Develops and maintains contact with various community groups, organizations, business leaders, media, and government representatives; fosters and promotes positive relations with the general public, community groups, employees, schools, and local government.
- Assists with all forms of news media communications; if necessary, may serve as District spokesperson; provides support with framing messaging to the media; and assists with development and implementation of media strategy.
- 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.
- Participates in the preparation of the District's Urban Water Management Plan with regard to compliance with the Demand Management Measures, education and outreach programs, and other related topics.
- Performs related duties and responsibilities as required.

## **QUALIFICATIONS**

### **Knowledge of:**

- 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 communications, journalism, public relations, marketing, environmental studies, or a related field, and three (3) years of experience in 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.

**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 may interact with upset staff and/or public and private representatives in interpreting and enforcing departmental policies and procedures.