



Public Affairs Specialist I/II

DEFINITION

Under general supervision (Public Affairs Specialist I) or direction (Public Affairs Specialist II) from the Public Affairs Supervisor, performs a variety of duties to support public information and education activities on behalf of the District; serves as a District representative to the community, local government, and other groups; and performs related duties as required.

DISTINGUISHING CHARACTERISTICS

Public Affairs Specialist I is the entry-level class in the professional Public Affairs Specialist series. Under close supervision within a framework of established policies and procedures, incumbents learn and perform a variety of public information, school education and media relations activities. As experience and proficiency are gained, assignments become more varied and complex. Assignments are given in specific terms and are subject to frequent review while in progress and upon completion by the Public Affairs Supervisor. There is limited latitude for independent judgment and action in well-defined areas of work.

This classification is distinguished from the experienced, journey-level Public Affairs Specialist II class by the routine nature and limited complexity of work assignments and the level of direction received. The Public Affairs Specialist I and II classifications are flexibly staffed. Upon recommendation of the immediate supervisor and approval of the department manager, incumbents in this class may advance to the Public Affairs Specialist II after a minimum of two (2) years at the first level and with demonstrated proficiency to meet the job requirements of the Public Affairs Specialist II classification.

Public Affairs Specialist II is the experienced, journey-level class in the professional Public Affairs Specialist series. Under general direction within a framework of established policies and procedures, incumbents are fully competent, with a high level of accuracy, to perform the full range of assigned professional public information, school education, and media relations tasks. Assignments are given in general terms and are subject to review upon completion by the Public Affairs Supervisor. There is significant latitude for independent judgment and action in well-defined areas of work.

This classification is distinguished from the advanced, journey-level Senior Public Affairs Specialist which is responsible for coordinating major programs and performing the most complex public information and education duties. The Senior Public Affairs Specialist may also function as the lead and provide oversight and direction to other District staff.

TYPICAL DUTIES

TYPICAL EXAMPLES OF DUTIES MAY INCLUDE BUT ARE NOT LIMITED TO THE FOLLOWING:

- Develops and implements programs to enhance outreach and communications with ACWD customers, including homeowners associations, community based organizations, senior centers, environmental organizations, governmental agencies, hospitals, parks and

recreation programs, cultural organizations, church groups, business organizations, school and service groups, and development community.

- Acts as District liaison to individuals, professional and civic groups, community organizations, and individuals; conveys opinions and suggestions from same to management staff.
- Attends various community and civic meetings and/or functions to represent the District; may act as District spokesperson as assigned.
- Develops creative content for ACWD's social media; monitors trends as they relate to communication with customers and other stakeholders in the ACWD service area.
- Receives and interprets information to determine the most appropriate flow of communication.
- Monitors and tracks use of the District website; recommends and coordinates updates to the website.
- Assists in marketing and outreach of various District programs with the goal of increasing participation and increasing public awareness.
- Assists in emergency preparedness planning and response.
- Assists in the development of newsletters, brochures, presentation materials, and other outreach material for use in print, web, and social media.
- Assists in the coordination and implementation of routine (e.g. annual public events) and non-routine (e.g. construction projects) outreach efforts.
- Monitors and tracks media coverage of ACWD activities, interests, and concerns.
- Develops and implements the District's educational programs for schools and youth groups.
- Orders, monitors, and delivers educational materials.
- Prepares presentation materials and delivers presentations to management, employees, task forces, boards, community groups, and the public.
- Arranges and conducts tours of District facilities for customers, community and professional organizations, and school and service groups.
- Provides support for media relations.
- Conducts research and collects, compiles, and analyzes information from various sources on a variety of specialized topics related to assigned programs, new programs, and services; prepares comprehensive technical, statistical, and analytical reports and records which present and interpret data and identifies alternative solutions or proposals; makes and justifies recommendations.

- Performs specialized and related duties and responsibilities as required.
- Performs other related work as required.

REQUIREMENTS

Any combination of education and experience that would likely provide the required knowledge, skills, and abilities is qualifying. A typical way to obtain the knowledge, skills, and abilities would be the equivalent of:

Education and Experience:

Possession of a Baccalaureate degree from an accredited college or university with a major in political science, public administration, business administration, environmental science, or a closely related field; and

Public Affairs Specialist I: Two (2) years of professional community relations experience which included responsibility for community outreach and publication preparation.

Public Affairs Specialist II: Four (4) years of professional level experience in community organization, program development and evaluation, or the development and delivery of community relations programs. Experience must have included report writing and experience equivalent to that of a Public Affairs Specialist I within the District.

Knowledge, Skills, and Abilities:

Knowledge of: principles, techniques, and methods of community relations and public information; basic structure and purpose of local community agencies and interest groups; local government functions, organization, and procedure; effective use of the English language for both written and oral communication; methods of data collection, monitoring, and program evaluation; current issues and projects affecting District operations; pertinent local, state, and federal laws, ordinances, rules, and environmental laws and regulations; modern office practices, methods, and computer equipment and applications related to the work, including word processing, database, and spreadsheet software.

Skill and Ability to: work independently and exercise sound judgment within established guidelines under limited or no supervision, particularly in emergency or stressful situations; effectively communicate before large and small groups; explain technical subjects in simple terms to lay persons; work effectively with the public, governmental agencies, private companies, media, community organizations, and staff in a tactful, diplomatic manner; write clear, concise, and persuasive letters, reports, and other documents; analyze policies, ordinances, and other government actions affecting the District; develop and organize innovative strategies to meet District community relations objectives; work effectively under pressure with frequent interruptions; compose correspondence and complete projects from brief oral or written instructions; enter data and type with the speed and accuracy required to perform assigned tasks; perform the essential duties of the job without causing harm to self or others; operate modern office equipment including computer equipment and specialized software applications programs; communicate clearly and concisely, both orally and in writing; establish, maintain, and foster positive and effective working relationships with those contacted in the course of work.

Additional Requirements:

- Must possess a valid California driver's license and have a satisfactory driving record.

Working Conditions/Physical Requirements:

The essential functions of this classification are performed primarily in a controlled-temperature office and require the ability to: work evening or weekend hours as needed; travel overnight to attend conferences; work outdoors in a variety of weather conditions; use finger dexterity and hand strength to perform simple grasping and fine manipulation; use a telephone, computer keyboard and other office equipment on a daily basis; ambulate, bend, stoop and reach to access files, materials and to transport materials; speak and hear in person and on the phone; maintain a physical condition sufficient to sit, stand and/or walk for extended periods of time; see sufficiently to perform assignments; intermittently twist to reach equipment or supplies surrounding desk; and to lift and carry intermittently, or carry boxes of files and records weighing up to 20 pounds.

The essential functions of these classifications require frequent driving to perform essential job duties which may include attending meetings or doing business at various off-site locations. Alternative forms of transportation are not suitable due to security concerns, logistical challenges, and time constraints.

Revised: 03/2025

Approved: 
Human Resources/Risk Manager