



Public Affairs Specialist I/II/III

Class Code:
400,401,402

DEFINITION

Under direction 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 other related duties as required.

DISTINGUISHING CHARACTERISTICS

Public Affairs Specialist I is the entry level class in the professional Public Affairs Specialist series. Incumbents receive close supervision in their assignments, while developing the ability to work independently and exercise sound judgment related to a variety of public information, school education and media relations activities. As experience and proficiency are gained, assignments become more diverse and complex and the level of independent action increases within established guidelines. Assignments are given in specific terms and are subject to frequent review while in progress and upon completion, except where tasks are well defined by established standards, policies and procedures.

This class 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. Incumbents in this classification normally advance to a Public Affairs Specialist II after two (2) years at the entry level and upon recommendation of the immediate supervisor and approval by the department manager, and demonstrated proficiency to meet the job requirements of the Public Affairs Specialist II classification.

The **Public Affairs Specialist II** is the experienced, journey-level in the professional Public Affairs Specialist series. Under general direction within a framework of established policies and procedures, incumbents are fully competent to perform the 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. There is significant latitude for independent judgment and action in well-defined areas of work.

The **Public Affairs Specialist III** is the advanced journey level class in this series. Under limited supervision, incumbents perform the full range of public information, school education and media relations assignments of considerable difficulty. The Public Affairs Specialist III is responsible for coordinating major programs, from inception through approval and implementation, and has ongoing responsibility for major District public information program(s).

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, and parks and recreation programs; cultural organizations, church groups, and 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, and oversees, 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.

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- Prepares presentation materials and delivers presentations to management, employees, task forces, boards, community groups and the public.
- Arrange and conduct 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.

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:

Bachelor's Degree from an accredited college or university 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 have been at the level of the Community Affairs Specialist I.

Public Affairs Specialist III:

Six (6) years of increasingly responsible experience performing community relations/public relations duties. Two (2) of the previous years' experience must have been at the Community Affairs Specialist II level within a local government environment. A Master's Degree in political science, public administration, business administration or a closely related field may substitute for two (2) years of experience.

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; word processing, desk-top publishing or other computer applications related to public information/community outreach; current issues and projects affecting District operations; pertinent local, State and Federal laws, ordinances, rules and environmental laws and regulations.

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; effectively operate a personal computer and standard office equipment; proficiently utilize standard software programs including word processing and spreadsheet applications; enter data and type with the speed and accuracy required to perform assigned tasks; communicate effectively, both orally and in writing; establish and maintain good working relationships with those contacted in the course of the work; and perform the essential duties of the job without causing harm to self or others.

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.

Revised: 05/19

Approved: _____
Human Resources/Risk Manager