



Senior Public Affairs Specialist

Class Code:
402

DEFINITION

Under direction from the Public Affairs Supervisor, coordinates major programs, from inception through approval and implementation, and has ongoing responsibility for major District public information program(s); performs the most complex and consequential public information, school education, and media relations assignments; serves as a District representative to the community, local government, and other groups; leads, trains, directs, assists, and reviews the work of other public affairs staff to ensure efficient performance and accuracy of work assigned to a functional unit; and performs related duties as required.

DISTINGUISHING CHARACTERISTICS

Senior **Public Affairs Specialist** is the advanced journey level class in the Public Affairs Specialist series. This classification is distinguished from the Administrative Analyst I and II by performing highly responsible and the most complex and consequential public information, school education, and media relations assignments. The Senior Public Affairs Specialist is responsible for coordinating major programs, from inception through approval and implementation, and has ongoing responsibility for major District public information program(s). Positions in this class may provide technical direction and review the work of other public information staff. 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.

TYPICAL DUTIES

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

- Coordinates major programs, from inception through approval and implementation, and has ongoing responsibility for major District public information program(s).
- Oversees and participates in developing and implementing 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.
- Oversees and participates in developing creative content for ACWD's social media; monitors trends as they relate to communication with customers and other stakeholders in the ACWD service area.

Senior Public Affairs Specialist

- Receives and interprets information to determine the most appropriate flow of communication.
- Oversees monitors, and tracks use of the District website; recommends and coordinates updates to the website.
- Performs marketing and outreach of various District programs with the goal of increasing participation and increasing public awareness.
- Performs and assists in emergency preparedness planning and response.
- Develops newsletters, brochures, presentation materials, and other outreach material for use in print, web, and social media.
- Coordinates and implements 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.
- May direct, provide technical direction, and review the work of other public information staff.
- 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 six (6) years of increasingly responsible experience performing community relations or public relations duties. Two (2) years of full-time experience equivalent to that of a Public Affairs Specialist II level within the District. A Master's Degree in political science, public administration, business administration, or a related field may be substituted for two (2) years of experience.

Knowledge, Skills, and Abilities:

Knowledge of: advanced principles, techniques, and methods of community relations and public information; 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 without 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; effectively supervise the work of other public information staff; 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 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

Senior Public Affairs Specialist

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, 02/21

Approved: _____
Human Resources/Risk Manager