

MOJAVE WATER AGENCY
Job Description

Job Title: Public Information Specialist
FLSA Status: Non-Exempt
Salary Range: 27
Prepared By: Koff & Associates
Prepared Date: May 2015
Revision Date: April 2018

SUMMARY

Under general supervision of the Director of Community Outreach and Cultural Relations or Department Head, performs a variety of public information and public outreach duties including writing, graphic design, special event coordination, public speaking, photography, social media, and marketing activities; and performs related duties, as assigned.

SUPERVISION RECEIVED AND EXERCISED

Receives general supervision from the Director of Community Outreach and Cultural Relations or Department Head. Exercises no direct supervision over staff.

CLASS CHARACTERISTICS

This is a single journey-level classification. Incumbents perform technical public information and public outreach duties, requiring the regular use of independent judgment and initiative; and receive only occasional instruction or assistance as new or unusual situations arise and are fully aware of the operating procedures and policies of the work unit.

EXAMPLES OF ESSENTIAL JOB FUNCTIONS

The following statements are intended to describe the general nature and level of work being performed by an individual assigned to this job. Other duties may be assigned.

- Performs technical and administrative duties in support of public information and outreach duties including responding to public inquiries, developing and disseminating press releases, and media alerts; assists with Agency branding strategies and deployment; and monitors and reports Agency messaging and social media sites.
- Designs and disseminates Agency communications, which includes e-newsletter, design flyers, invitations to Agency events, and awards and presentation materials; edits current and develops new Agency FACT Sheets.
- Serves as the lead on the Agency website coordinating with key personnel in various departments to maintain fresh, accurate information; maintains the Agency's website homepage and the Public Outreach sections; creates and post content to the Agency Facebook site, twitter and the Agency digital kiosk.
- Develops and executes simple to complex special events including Agency tours of facilities, the annual High Desert Water Summit, and coordinates and develops and books speaking engagements on behalf of the Agency.
- Performs concept development, event budget development, logistics, and invitations.

- Writes press releases and articles, public service announcements, proofreads editorial and website content and monitors local, state, and national news for articles on Agency and water.
- Develops and maintains a media archive for all press releases, articles, photos, and videos.
- Monitors and responds in a timely manner to requests received from the public and Agency staff; researches, compiles, and summarizes a variety of informational materials and ensures completeness of returned records.
- Organizes and maintains Public Outreach master files.
- Serves as the lead coordinator for the High Desert PR Coalition; serves as the Agency representative for various events and activities including schools, service clubs, and conservation related functions.
- Compiles materials for and attends the Legal, Legislative, and Public Information Committee meetings as directed; records and transcribes minutes for these meetings.
- May perform complex administrative support functions for executive staff, as directed.
- Defines problems, collects data, establishes facts and draws valid conclusions.
- Interprets a variety of technical instructions in written, oral, or diagram form and solve problems involving several concrete variables in standardized situations.
- Provides assistance to co-workers as well as professional staff.
- Performs related duties and responsibilities, as assigned.

QUALIFICATIONS

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Knowledge of:

- General public information and public relations programs and strategies.
- General illustration methods and techniques.
- General graphic design principles, including typography, color, and layout composition.
- Sourcing social media outlets for public information and public outreach programs.
- Standard media practices.
- Data collection, research, and analysis techniques and methods.
- Applicable federal, state, and local laws, codes, and regulations pertinent to public information and public outreach programs.
- Techniques for providing a high level of customer service by effectively dealing with the public, vendors, contractors, and Agency staff.
- Principles and techniques for working with groups and fostering effective team interaction to ensure teamwork is conducted smoothly.
- The structure and content of the English language, including the meaning and spelling of words, rules of composition, and grammar.
- Modern equipment and communication tools used for business functions as well as program, project, and task coordination.
- Computers and software programs (e.g., Microsoft software packages) to conduct research, assess information, and/or prepare documentation.

Ability to:

- Perform technical public information and public outreach duties.
- Develop flyers, brochures, and advertisements from concept through final graphic design.
- Compose technical reports, summaries, and written material.
- Update and maintain a variety of hard copy and/or electronic records.
- Understand, interpret, and apply all pertinent laws, codes, regulations, policies and procedures, and standards relevant to work performed.
- Independently organize work, set priorities, Schedule and coordinate projects, meet critical deadlines, and follow-up on assignments.
- Establish and maintain cooperative working relationships with those contacted in the course of business including other employees, managers and executives, vendors, consultants, contractors, and the public.
- Communicate clearly and concisely, both orally and in writing, using appropriate English grammar and syntax.
- Use tact, initiative, prudence, and independent judgment within general policy, procedural, and legal guidelines.
- Effectively use computer systems, applications, and modern business equipment to perform a variety of work tasks.
- Perform work in accordance with specific safety procedures to minimize potential for injury.

Education and Experience:

Bachelor's degree in English, Journalism, Communications, Marketing, or a related field; and one (1) year of experience in public relations/marketing, preferably with a public agency.

Licenses and Certifications:

- Valid California Class C Driver's License and current automobile insurance.

PHYSICAL DEMANDS

The following physical demands described are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to sit, talk, and hear. Specific vision abilities required by this job include close vision and the ability to adjust focus. This is primarily a sedentary office classification, although standing 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. The employee is occasionally required to lift items up to 15 pounds. The employee is occasionally required to drive a standard passenger vehicle.

WORK ENVIRONMENT

The following work environment characteristics described are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The work environment is a typical office setting. The noise level in the work environment is usually moderate. May travel between Agency office locations and off-site locations.