



## Job Description

*Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job.*

<b>Job title</b>	Public Affairs Officer I/II
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### GENERAL PURPOSE

Under general supervision (Public Affairs Officer I) or direction (Public Affairs Officer II), performs a wide variety of professional and administrative activities supporting and/or managing EMWD's internal and external communications, customer and stakeholder engagement, and media relations programs. Some assignments also serve as liaison between EMWD and other public agencies, professional organizations, industry groups, customers, media, executives, and elected officials. Positions may be assigned to different programs within the department (i.e. strategic communications, outreach, creative services).

### DISTINGUISHING CHARACTERISTICS

Public Affairs Officer I: This is the entry-level classification in the Public Affairs Officer series. Initially under general supervision, incumbents perform complex duties supporting and/or managing EMWD's internal and external communications, customer and stakeholder engagement, event planning, and media relations programs, as well as administrative functions as assigned.

Positions at this level usually perform most of the duties required of the position at the Public Affairs Officer II level but are not expected to function at the same skill level and usually exercise less independent discretion and judgment in matters related to work procedures and methods. Work is usually reviewed while in progress and fits an established structure or pattern. Exceptions or changes in procedures are explained in detail as they arise. As experience is gained, assignments become more varied and difficult; review frequency of work lessens as an incumbent demonstrates skill to perform the work independently and exercise good judgment and initiative.

Public Affairs Officer II: This is the fully qualified journey-level classification in the Public Affairs Officer series. Positions at this level are distinguished from the Public Affairs Officer I level by the performance of the full range of duties as assigned, working independently and exercising initiative. Incumbents regularly work on widely varying tasks which require considerable discretion and good judgment. Positions at this level 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.

This class is distinguished from the Public Affairs Manager in that the latter manages annual strategic communications and stakeholder outreach planning, program oversight, and development of new public affairs initiatives, while providing technical and functional direction and direct supervision over lower-level staff.

#### **SUPERVISION RECEIVED AND EXERCISED**

Receives general supervision (Public Affairs Officer I) or direction (Public Affairs Officer II) from the assigned Public Affairs Manager. May receive general direction from the Director of Strategic Communications and Public Affairs. Position exercises no direct supervision over staff. May provide technical and functional direction to lower-level staff, vendors and contractors.

#### **TYPICAL DUTIES AND RESPONSIBILITIES**

*The duties listed below are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to this position.*

*Positions at the Public Affairs Officer I level may exercise some of these knowledge and abilities statements in a learning capacity.*

- The incumbent, while exercising his/her authority, shall abide by and promote EMWD's guiding principles and adhere to EMWD's ethics policy.
- Supports and/or manages a variety of strategic communications and stakeholder engagement programs regarding EMWD operations, policies, programs, and procedures as well as relevant industry issues.
- Undertakes public speaking engagements before meetings of professional, educational, and stakeholder organizations as well as in public forums; delivers presentations to key stakeholder and industry groups on varying topics related to water, wastewater, recycled water and water use efficiency projects and issues.
- Produces short and long form videos and other digital media for multiple platforms including web, social media, mobile devices, and events.
- Within designated area, serves as on-going liaison and represents EMWD with designated governmental and education-related agencies and other stakeholder groups and organizations, as well as executives, Board members, and other elected officials; attends meetings, answers questions, and provides information on EMWD programs and projects; works with other EMWD staff to formulate methods and approaches for addressing customer, stakeholder, education, and agency concerns; follows up to ensure that concerns and needs have been addressed.
- Responds to, or arranges for responses to, escalated customer calls from designated area, ranging from the routine to highly sensitive issues and emergency incidents.

- Supports and/or manages assigned public awareness campaigns, information or community engagement programs, or internal communication projects; coordinates design and development of supporting materials.
- Within designated area, coordinates and schedules community events and meetings, including preparation of agenda and materials; develops internal and external communications and publications; distributes information and communications through a variety of outlets including, direct mail, traditional media, online media, and social media platforms.
- Within designated area, develops and maintains contacts with various stakeholder groups, organizations, business leaders, media, and government representatives; fosters and promotes positive relations with EMWD employees and departments, customers, stakeholders, schools, and other local government agencies.
- Assists with maintaining EMWD's internal and external websites by creating content and working with staff to develop and update content.
- Assists in the development and implementation of informational program materials and graphic material, including flyers, brochures, newsletters, fact sheets, bill inserts, charts, news releases, feature articles, photographs, and other print/graphic materials for stakeholders and broadcast media; aligns work products with EMWD communication priorities.
- Supports the identification and creation of social media campaigns and initiatives to enhance users' experiences and grow EMWD's social community engagement, interaction, and membership on various social media platforms.
- Supports and/or manages the development of outreach programs for stakeholders within designated area.
- Within designated area, tracks EMWD construction projects and sends letters of information to residents and schools in the impacted area; responds to inquiries/complaints and works with various EMWD departments to address and resolve these issues.
- Assist with filming and video editing, using Adobe Premiere and/or Apple Final Cut software.
- Produce collateral and graphic materials with InDesign, Illustrator, and Photoshop.
- Coordinates and conducts tours of EMWD facilities and hosts community outreach events for stakeholders as assigned.
- Observes and complies with all EMWD and mandated safety rules, regulations, and protocols.
- Maintains and reviews department documents and databases to ensure accurate information; examines supporting documentation to establish proper authorization and conformance with EMWD policies, agreements, contracts, and state and federal requirements.
- Maintains EMWD's video library – including videos used for social media, events and other campaigns.

- Evening and weekend work may be required as job duties demand.
- Performs related duties as assigned.

Additional Essential Functions for Public Affairs Officer II:

- Assists with the development and dissemination of crisis and emergency communications.
- Assists with developing communication strategies, deployment opportunities, and corresponding performance measures and goals in support of ongoing projects or activities.
- Formulates key messages and talking points for addressing stakeholder and agency concerns.
- Coordinates directly with local media and in the facilitation of paid and earned media opportunities.
- Conducts internal and external surveys; conducts background research and analyzes data and provides recommendations to senior staff; writes technical reports, correspondence, and other written materials.

### **REQUIRED QUALIFICATIONS**

*Positions at the Public Affairs Officer I level may exercise some of these knowledge and abilities statements in a learning capacity.*

Knowledge of:

- Principles, techniques, and methods of public information, outreach, and community relations.
- Basic principles and practices of water, wastewater, and recycled water operations and services.
- Photographic techniques and the operation of still and video camera equipment and editing tools including Adobe InDesign, Illustrator, Premiere and/or Apple Final Cut Pro, Apple GarageBand or other sound editing software.
- Methods and techniques of social media, web and video communications.
- Current issues and state laws related to water, wastewater, and recycled water functions and policies sufficient to perform assigned function(s).
- Methods of preparing informational materials and disseminating them through the various media, including the methods and techniques of graphic design, layout and print production.
- Contemporary methods and techniques to garner media coverage.
- Community demographics in EMWD's service areas.
- Research tools, methods, and techniques.
- Basic conservation principles and programs commonly used in other water utilities.
- Methods and techniques of facilitating meetings and conducting presentations.

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- EMWD and mandated safety rules, regulations, and protocols.
- Techniques for providing a high level of customer service by effectively dealing with the public, vendors, contractors, and EMWD staff.
- State of California Standards for grades K-12, if assignment pertains to these programs.
- Principles, methods, and practices applied in design of educational curriculum and materials for use in school programs or outreach programs, if assignment pertains to these programs.
- The structure and content of the English language and Associated Press best practices, including the meaning and spelling of words, rules of composition, and grammar.
- Modern equipment and communication tools used for business functions and program, project, and task coordination, including computers and software programs relevant to work performed.

Ability to:

- Apply special graphic production techniques in the distribution of informational materials, including video production.
- Follow and apply written and oral work instructions.
- Conduct complex research projects, evaluate alternatives, make sound recommendations, and prepare effective technical staff reports.
- Prepare a diverse range of presentations and public information materials.
- Prepare clear and concise communications aligned with EMWD's priorities.
- Establish and maintain a variety of filing, record keeping, and tracking systems.
- Understand, interpret, and apply all pertinent laws, codes, regulations, policies, and procedures, and standards relevant to work performed.
- Effectively represent the department and EMWD in meetings with governmental agencies; various business, professional and regulatory organizations, and other stakeholders; and in meetings with individuals; answer questions regarding all topics relating to EMWD and its' operations.
- Independently organize work, set priorities, meet critical deadlines, and follow-up on assignments.
- Use tact, initiative, prudence, and independent judgment within general policy and procedural guidelines.
- Effectively use computer systems, software applications relevant to work performed, and modern business equipment to perform a variety of work tasks.
- Communicate clearly and concisely, both orally and in writing, using appropriate English grammar and syntax.
- Establish, maintain, and foster positive and effective working relationships with those

contacted in the course of work.

- Adapt to continuously changing environment and priorities while maintaining transparency and meeting deadlines.

Experience:

*Any combination of experience and education that provides the required knowledge and abilities is qualifying, along with the specific licenses/certifications as outlined below:*

- Public Affairs Officer I: Two (2) years of experience providing professional support to a public information program.
- Public Affairs Officer II: Four (4) years of progressively responsible experience providing professional support to a public information program; or (1) year of experience as a Public Affairs Officer I with EMWD.

Education:

- Public Affairs Officer I/II: Equivalent to a bachelor's degree from an accredited college or university with major coursework in public relations, communications, education, marketing, journalism, or a related field, master's degree in related field is highly desirable and may substitute for one year of experience.

Licenses/Certifications:

- A valid California Class C driver's license and ability to maintain insurability under EMWD's Vehicle Insurance Policy.

**PHYSICAL DEMANDS**

*The physical demands described here are representative of those that must be met by employees to successfully perform the essential functions of this class. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

Must possess mobility to work in a standard office setting and use standard office equipment, including a computer; vision to read printed materials, a computer screen, and to operate a motor vehicle and visit various EMWD sites; and hearing and speech to communicate in person and over the telephone. This is primarily a sedentary office classification although standing in work areas, walking between work areas may be required, including providing walking tours using portable sound equipment. Finger dexterity is needed to access, enter, and retrieve data using a computer 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 up to 25 pounds.

### **WORK ENVIRONMENT**

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

Employees work in an office environment with moderate noise levels, controlled temperature conditions, and no direct exposure to hazardous physical substances. Employees may also work outdoors and are exposed to moderate to loud noise levels, cold and hot temperatures, and inclement weather conditions. Employees may interact with upset staff and/or public and private representatives in interpreting and enforcing departmental policies and procedures.

Employees are subject to weekend and/or rotating shifts and 24-hour call out.

### **FLEX REQUIREMENTS**

Positions in the Public Affairs Officer I/II class series are flexibly staffed; positions at the Public Affairs Officer II level are normally filled by advancement from the Public Affairs Officer I level; progression to the Public Affairs Officer II level is dependent on (i) management affirmation that the position is performing the full range of duties assigned to the classification; (ii) satisfactory work performance; (iii) the incumbent meeting the minimum qualifications for the classification including any licenses and certifications; and (iv) management approval for progression to the Public Affairs Officer II level.

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This job description has been reviewed and approved by all levels of management in cooperation with the union (if applicable):

<b>Approved by:</b>	<i>Board of Directors</i>
<b>Date adopted:</b>	
<b>Date modified:</b>	<i>July 2024</i>
<b>FLSA determination:</b>	<i>Exempt</i>

**Job Description Acknowledgment**

*I have received, reviewed, and fully understand the job description for Public Affairs Officer I/II. I further understand that I am responsible for the satisfactory execution of the essential functions described therein, under any and all conditions as described.*

*Employee Name (print):* \_\_\_\_\_ *Date:* \_\_\_\_\_

*Employee Number:* \_\_\_\_\_

*Employee Signature:* \_\_\_\_\_