

Government and Public Affairs Representative I/II

*Class specifications are intended to present a descriptive list of the range of duties performed by employees in the class. Specifications are **not** intended to reflect all duties performed within the job.*

DEFINITION

Under supervision, performs professional and administrative activities of routine to moderate difficulty in support of the District's public affairs, community education and outreach, governmental relations, legislative affairs, media relations, and school education programs; represents the District at community meetings and events and serves as a liaison to the community and the water industry. Works with professional services contractors, coordinates special events, and conducts outreach with stakeholders. Develops a variety of printed, multi-media materials and other services for use in public information programs; performs related duties as assigned.

DISTINGUISHING CHARACTERISTICS

This series class specification defines the nature and levels of work performed in the Community Outreach Representative job series.

Government & Public Affairs Representative I is the entry-level position in the Government & Public Affairs Representative class series. At this level, the incumbent performs simple to moderately difficult community and legislative outreach duties. As experience and proficiency are gained, assignments become progressively more diversified and difficult while supervision decreases.

Government & Public Affairs Representative II is the experienced journey-level position in the Government & Public Affairs Representative series. At this level, the incumbent performs the full range of tasks common to the classification series under less supervision, while exercising discretion and independent judgment.

SUPERVISION RECEIVED

Receives general direction from the Government and Public Affairs Supervisor and the Government and Public Affairs Manager.

ESSENTIAL AND MARGINAL FUNCTIONS

Essential and other important responsibilities and duties may include, but are not limited to, the following:

Essential Functions:

1. Assist with the day-to-day aspects of the District's government and public affairs programs and the development, marketing, and branding of the District and programs that promote water-use efficiency and positive customer relations.
2. Coordinate and set up displays and exhibits for community fairs and other community and civic events. Assist in designing exhibit materials and ordering materials as needed. Organize and staff information booths and maintain supplies for distribution at public outreach or school education events. Participate in event planning with other community organizations and work events as assigned.

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3. Coordinate and support aspects of the District's school education program, which may include scheduling and conducting tours, attend job fairs, teacher workshops, and classroom presentations. Develop classroom appropriate curriculum and pre and post-test materials.
4. Maintain relationships with teachers, curriculum directors, and other environmental education advocacy groups.
5. Create and disseminate District communication items such as customer newsletter, fact sheets, bulletins, informational brochures, billing inserts, social media content, and letters.
6. Prepare press releases, articles, and other media materials for newspapers, magazines, and other publications. Maintain working relationships with local media and coordinate with other public information professionals for the communities served by the District as well as other regional water agencies.
7. Assist with the analysis of proposed state and federal legislative and regulatory changes that may affect the District. Assist with the preparation of legislative summaries and position papers. Arrange and attend meetings with legislators and their staff. Monitor legislation and maintain a legislative tracking grid that includes bills that could impact the District.
8. Attend and make presentations at legislative and regulatory meetings, as assigned.
9. Work with management and supervisory staff to identify budgetary needs; monitor public affairs program expenditures.
10. Receive, prepare, and distribute communications and correspondence to all District employees.
11. Serve on committees and attend industry and professional meetings on behalf of the District as assigned.
12. Respond to visitors and assist the public at the front counter, over the telephone, through email, or social media; respond to complaints or inquiries; screen and route calls/correspondence to appropriate personnel.
13. Perform tasks related to District website and social media management, including developing articles and "posts", coordinating an online calendar of events, working with other divisions to ensure their content is accurate, and working with vendors and consultants.
14. Support District Public Information Officer (PIO) functions in emergency situations, including working with the public and media to convey critical District information, monitoring critical events, and drafting press releases and website content.
15. Develop, index, and maintain a variety of records and files pertinent to assigned department.
16. Regular attendance at the work site.

Marginal Functions:

1. Assist in preparing various reports relative to assigned area of responsibility.
2. Perform related duties and responsibilities as required.

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KNOWLEDGE & ABILITIES

Knowledge of:

- Concepts of program marketing and outreach techniques.
- Principles of business letter writing and communication writing.
- Operations of the state legislature and Congress as they relate to District customers and appropriate public outreach.
- Understanding of other public agencies and their duties in relation to the District.
- Communication and presentation techniques.
- Proofreading techniques.
- Water-use efficiency methods, programs, and regulations.
- Modern office procedures, methods, and computer equipment.
- Principles and procedures of record keeping.
- English usage, spelling, grammar, and punctuation.
- Basic mathematical principles.
- Pertinent Federal, State and local laws, codes and regulations.

Ability to:

- Participate in job-related activities at times other than normal business hours, including weekends, evenings, and holidays, and often at various locations throughout the community or region.
- Communicate clearly and concisely, both orally and in writing.
- Establish and maintain effective working relationships with government agencies, legislative representatives, elected officials, industry representatives, District customers, the public, and fellow employees.
- Organize and manage multiple priorities and projects.
- Work effectively with a diversity of individuals, personalities, and organizations.
- Prepare clear and concise reports.
- Operate office equipment including computers and supporting word processing, graphics and spreadsheet applications.
- Respond to requests and inquiries from the public.
- Work independently in the absence of supervision.
- Understand and carry out oral and written instructions.
- Establish and maintain effective working relationships with those contacted in the course of work.
- Maintain mental capacity, which allows for effective interaction and communication with others.
- Maintain effective audio/visual discrimination and perception to the degree necessary for the successful performance of assigned duties.
- Maintain physical condition appropriate to the performance of assigned duties and responsibilities.

EXPERIENCE AND TRAINING GUIDELINES

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

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Experience/Training:

One (1) year of progressive experience in public affairs, communications, legislative analysis, outreach, or marketing, preferably in the public sector.

Education:

Equivalent to a Bachelor's degree from an accredited college or university with major course work in public relations, public affairs, journalism, communication, public/business administration, or a related field.

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License:

Possession of a valid Class C California driver's license and a satisfactory driving record.

Government & Public Affairs Representative II

Experience/Training:

Three years (3) of progressive experience in public affairs, communications, outreach, legislative analysis, or marketing, preferably in the public sector.

Education:

Possession of a Bachelor's degree from an accredited college or university with major course work in public relations, public affairs, journalism, communication, public/business administration or a related field.

License:

Possession of a valid Class C California driver's license and a satisfactory driving record.

PHYSICAL DEMANDS AND WORKING CONDITIONS

The physical and mental 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 job functions.

Environmental Conditions

Standard office setting; frequent interaction with District staff and general public.

Physical Conditions

Incumbents require sufficient mobility to work in an office setting; stand and sit for prolonged periods of time; operate office equipment including computer keyboard; light lifting and carrying; ability to verbally communicate to exchange information; use of hands repetitively to operate, finger, handle or feel office equipment and reach with hands and arms. Employees are frequently required to stand and walk.

Mental Demands

While performing the duties of this class, the employee is regularly required to use written and oral communication skills; read and interpret complex data, information and documents; analyze and solve problems; observe and interpret people and situations; use math and mathematical reasoning; learn and apply new information or skills; perform highly detailed work on multiple, concurrent tasks with constant interruptions; work under intensive and constantly changing deadlines and interact with those encountered in the course of work, some of whom may be demanding, dissatisfied, and or upset.

Vision

See in the normal visual range with or without correction; vision sufficient to read computer screens and printed documents and to operate assigned equipment.

Hearing

Hear in normal audio range with or without correction.

DATE ADOPTED: April 2007

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