



# Public Information Officer

Reports to: General Manager/CEO  
Agency/Department: General Manager

Approved by: Board of Directors  
Date Approved: 081120  
Date of Last Revision: 081120

## JOB SUMMARY:

Under the general administrative direction of the General Manager, or their designee, performs all administrative functions in the development and administration of the District's community relations and public information programs; to provide strategic public affairs direction and to serve as a public relations resource to the General Manager's office; to promote and create awareness of the operations and objectives of the District government through public outreach, education programs and marketing strategies.

This position oversees District communication to the public through District websites, social media, periodic newsletters, press releases or other communication strategies.

This position works with and assists District Department Managers in identifying and developing grant opportunities and will develop, write and submit grant proposals for various identified grant-funded projects.

This position works with Utility Operations to lead strategy development; public education, outreach and messaging; and program implementation and effectiveness monitoring for the District's water conservation program.

This position works to support the development, execution, and public outreach for community events delivered by the District and District partners.

## DISTINGUISHING CHARACTERISTICS:

This is a confidential, exempt position and assists the General Manager in developing and maintaining a unified internal and external voice for programs and projects within the District through various communication media and strategies. This position assists District management in disseminating information specific to each department and/or project while creating, and is responsible for developing, a unified external outreach program.

## SUPERVISION RECEIVED/EXERCISED:

Receives general and administrative direction from the General Manager/CEO or their designee. May provide technical and functional direction over professional, technical and assigned personnel.

## EXAMPLES OF ESSENTIAL FUNCTIONS:

The following reflects the general duties and responsibilities of this position and should not be considered all-inclusive. Other duties as assigned may occur, including work in other functional areas in the District to cover absences or meet urgent priorities as prioritized by the General Manager/CEO.

- Evaluate and administer the District's marketing, public outreach, and media communications to assure they are in alignment with the District's Mission, Vision and Core Values and that they are widely distributed throughout the District.
- Develop, write, edit, design and produce various communication materials, in cooperation with District departments; including (but not limited to): newsletters, brochures, fact sheets, press releases, articles, multi-media presentations, correspondence, reports and special publications.
- Develop, manage and administer strategic communication plans; prepare and oversee the drafting of press releases, public service announcements, annual reports and articles or scripts for District officials and staff to educate the public and enhance the District's public image.
- Coordinate overall development of the District's image and marketing program; oversees design and upkeep of District website and social media accounts and works with other departments to ensure content is current and relevant; ensures that District accomplishments are highlighted and reported to appropriate media sources; that the District logo is prominently and well displayed on various marketing materials as well as District facilities and properties; that the District's marketing effort is well coordinated, consistent, and in accordance with exceptional public relations practices.
- Compose newsletters, press releases, public information, social media posts, basic graphics and other information for dissemination to the public.
- May serve as the District's Public Information Officer during District wide emergencies to develop and direct emergency information to the media, District employees and, the public.
- Assist with the preparation of applicable budget categories and agendas for Board and Committee meetings if requested.
- Research, prepare requests, applications and proposals for grant funding; monitor grant applications and, with assistance from department managers, maintain list of District projects and infrastructure needs; work cooperatively with the Contracts and Planning Coordinator who reports and coordinates existing grants with the Finance Department.
- Prepare project information sheets in cooperation with District department managers on high profile and/or grant eligible projects.
- Assist with the District's legislative affairs programs, including developing strategy and collateral materials for obtaining grants and other legislative projects.
- Establish and maintain strong working relationships with regulatory agencies, partner agencies, public and private organizations, customers, property owners, and District operating departments to advance the goals of the District, secure project funding, and execute District initiatives.
- Lead strategy development; public education, outreach and messaging; and program implementation and effectiveness monitoring for the District's water conservation program.
- Supports the development, execution, and public outreach for community events delivered by the District and District partners.
- Attend Board, Committee and Commission meetings as directed or required; prepare monthly Board and Commission reports and agenda items as directed or required; attend public meetings as directed or necessary.
- Participate in the development and implementation of District strategic plans, master plans, policies, procedures, and standards.

- Attend training, seminars and educational classes as necessary to maintain relevancy with current technologies and information on District-related subjects.
- Other duties as assigned.

### MINIMUM QUALIFICATIONS:

*Any Combination of education and/or experience that provides the required knowledge, skills, and abilities to perform the essential functions of the position. A typical combination includes:*

#### **EDUCATION:**

Equivalent to a Bachelor's degree from an accredited college or university in communications or related field desirable or five (5) years' experience in a position providing communications, social media, public information; and

#### **EXPERIENCE:**

A minimum of four (4) years of increasingly responsible professional experience in the field of communications; other related experience may be substituted.

### KNOWLEDGE, SKILLS, AND ABILITIES:

Interpersonal and Communication: Must have the ability to: communicate clearly and concisely, both orally and in writing with a broad spectrum of employees, government agencies and outside contacts in the media and community; develop and maintain business relationships with internal and external personnel; and demonstrate teamwork and cooperation. Must have a broad knowledge of the District and the issues currently faced within the District and local community. Must maintain confidentiality. Maintain a positive work atmosphere by acting and communicating in a manner so that you get along with customers, both internal and external; clients, co-workers and management.

Technical and Analytical: Must have knowledge of: graphic design computer software used in the production of publications and printed material. Must have ability to write and edit articles for publication, and have a sense of design for advertisements, publication, displays and posters, as well as creatively design and develop a broad range of communication materials for internal and external audiences. Must have the ability to conduct data analytics to assess the effectiveness of District communications and campaigns. Proficient use of a camera and other multimedia forms of communication including social media, Internet, and webpage maintenance.

Administration and Operations: Must have ability to: work independently and operate with minimal supervision; prioritize a widely fluctuating workload; and work well under pressure and meet continuous deadlines with a high degree of accuracy. Must have excellent organizational and planning skills.

### LICENSES:

Possession of a California or Nevada Driver's License; acceptable driving record at the time of appointment and throughout employment.

### CERTIFICATIONS:

Public Information Officer Certificate and/or SEMS/NIMS introduction course is desirable.

### TOOLS AND EQUIPMENT USED:

Personal computer, including current communication related software programs; phone, mobile device, camera, copy machine, facsimile and other modern office equipment.

## PHYSICAL DEMANDS:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job in compliance with the American with Disabilities Act (ADA) requirements. On a case-by-case basis, reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Work is performed mostly in office setting. Hand-eye coordination is necessary to operate computers and various pieces of office equipment; use fingers to write or type.

While performing the duties of this job, the employee is occasionally required to stand; walk; use hands to finger, handle, feel or operate objects, tools, or controls; and reach with hands and arms. The employee is occasionally required to sit; climb or balance; stoop, bend, kneel, crouch, or crawl; talk or hear; and smell.

The employee will occasionally be required to lift or move up to 50 pounds and may need to carry for approximate distance up to 100 feet.

Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus.

The employee may be required to operate a vehicle to attend meetings, presentations or events.

## WORK ENVIRONMENT:

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

While performing the duties of this job, the employee will occasionally be working outdoors and will have to tolerate adverse weather conditions. The employee occasionally works around moving mechanical parts and is occasionally exposed to wet and/or humid conditions, dust, noise, pollens or airborne particles, and fumes. The noise level in the work environment is usually quiet to moderate.

**FLSA Exemption status:** Exempt

**Employee Unit:** COU Management and Confidential

**Job Family:** Administration

**Class Progression:** n/a