

**CARMICHAEL WATER DISTRICT**  
**Classification Specification**

**Job Class:** Public Information Officer  
**FLSA Status:** Exempt  
**Supervisor:** Assistant General Manager  
**Effective Date:** July 1, 2019

**Description**

Under occasional and/or general direction, the Public Information Officer plans, organizes, manages, coordinates and directs the public information, water efficiency and new construction operations, functions and programs for the District; and ensures that the highest quality customer service is delivered to District customers.

**Distinguishing Characteristics**

This is an **exempt position** in the Administrative Services Department performing a full range of duties at a high level of independence. Distinguished from other classes within the department by the level of responsibility assumed, complexity of duties assigned, independence of action taken, by the amount of time spent performing the duties, by the nature of the public contact made, and the level of experience.

**Essential Duties and Responsibilities**

The following duties are typical for this classification. Depending upon the assignment, the employee may not perform all of the listed duties and/or may be required to perform additional or different duties from those set forth below to address business needs and changing business practices. Management retains the right to add, remove, or change duties at any time.

Operation and Maintenance of Public Information, Water Efficiency and New Construction Programs (Department):

- Oversee the daily activity (including but not limited to: public records requests, website maintenance, water audits, water waste, public information and water efficiency activities).
- Provide daily direction to departmental personnel.
- Responsible for the work performance of all departmental personnel.
- Supervise activities and assist with site inspections of District personnel, contractors and developers for water efficiency and new construction activities.
- Ensure all work performed is completed to District standards.
- Manage outside vendors/consultants for department business operations.
- Develop, read and interpret specifications, bid documents, contracts, program documents, diagrams, piping, blue prints and maps.
- Required to be accessible to handle emergencies including: evenings, weekends and holidays by assisting with necessary resources.
- Required to perform in assigned capacity when Emergency Response Plan is implemented.
- Oversee the inspection and maintenance of District assets including: vehicles, facilities and equipment for routine and emergency repair.
- Complete failure analysis and evaluate breakdowns of facilities, equipment, tools, vehicles, materials, programs and processes and take proactive steps to minimize future failures.
- Research and analyze departmental risk assessment (hot topics: present and future impacts).

Planning:

- Develop, implement, and maintain creative, productive, effective and efficient programs for the District.
- Achieve efficiency through proper planning, organization, scheduling, and direction of program activities, staffing, resources, and projects.
- Evaluate, recommend and implement improvements to increase efficiency.
- Research, collect, organize and analyze data.

#### Staffing and Training:

- Prepare concise written documentation for annual evaluations, promotions, demotions, disciplinary actions including: verbal, written, suspensions and terminations.
- Review applications for employment; conduct interviews of prospective employees; make recommendations on hiring and placement.
- Develop, document, present, lead and manage departmental training.
- Review and approve time cards and leave requests.
- Attend, participate, and/or conduct training, meetings, seminars, demonstrations, events and conventions as required (i.e.: including nights and weekends).
- Effectively represent the District/Department in committees and regional groups (i.e.: Safety or Star Committee, JPIA, SAWWA, Chamber, etc.).

#### Policy:

- Exercise leadership, authority, and supervision of department within policies, rules and regulations and union contract with tact and efficiency.
- Develop, advise, and enforce departmental standards and procedures.
- Aid and advise in the development and maintenance of policies, rules and regulations, union contract, procedures, standards and other documents with other management/exempt personnel.
- Gain complete knowledge of, carry out, support and comply with all District policies and procedures including: Policy Manual, Management Handbook, Rules and Regulations Manual, Emergency Response Plan, IIPP, Union Contract and District Specification Book.

#### Compliance:

- Develop, direct, enforce and promote safety training and safety programs and procedures for new and existing employees.
- Comply with District, local, state and federal regulations; and prepare a variety of related reports.
- Research and analyze new legislation and laws and develop/present recommendations regarding areas of potential noncompliance.
- Complete data requests, regulatory filings, and annual reports as required.
- Perform quality control on daily paperwork, prepare reports (i.e.: monthly, quarterly, annually, etc.) and maintain District's departmental records and database.
- Work with consultants on any regulatory/compliance requirements, documents, and reports.

#### Programs, Projects and Bids:

- Develop necessary reports, RFPs, bids, and specifications for new equipment, materials, contracts, services and assigned projects.
- Create, document and maintain complete and accurate process, procedures, files and records for all projects and programs.
- Manage projects, grants and contracts as assigned.

#### Budget:

- Develop and prepare the department O&M and PSM budget.
- Manage fiscal year departmental expenditures and budget.
- Develop ongoing repair/replacement analysis of assets and recommend appropriate budget expenditures.

#### Customer Service:

- Investigate departmental calls, complaints and claims and take necessary corrective action.
- Provide excellent timely customer service.
- Provide Board and staff with support/information on issues of interest to the public or media.

## **Qualifications**

### *Knowledge of:*

- Principles, methods, techniques, practices and objectives of public information and relations and water efficiency programs.
- Planning, organizing, directing, and supervising.
- Policies, rules and regulations, and procedures development.
- Federal, state, county and local regulatory compliance.
- Work safety standards and requirements.
- Project management.
- Budget development and fiscal controls.
- Customer service.
- Professional applications of research and writing skills.
- Operation and maintenance of departmental equipment.
- Operation of standard office equipment, personal computer and software applications for word processing, graphic presentations, spreadsheets, and other job-related software.

### *Ability to:*

- Plan, organize, manage, coordinate, direct and supervise the District's public information and water efficiency programs and functions (including but not limited to: Acting as the District's Water Efficiency Coordinator).
- Exercise good judgment.
- Oversee the establishment and maintenance of certification, training and work safety programs.
- Effectively supervise staff, manage time and workload to maximize productivity.
- Manage multiple projects simultaneously.
- Organize data, maintain records, and develop reports.
- Develop and manage budgets.
- Analyze situations and make sound recommendations in support of District goals.
- Communicate effectively both orally and written.
- Understand, interpret and apply laws, rules, regulations and ordinances relating to District activities.
- Effectively represent the District with the public, community groups, contractors, and other organizations.
- Establish and maintain cooperative working relationships.
- Develop creative ideas in relation to departmental programs and projects.
- Respond to public and media requests in a timely, courteous and effective manner.

## **Physical Requirements**

The conditions herein 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 job functions.*

- Travel occasionally by airplane conducting District business.
- Travel regularly by vehicle for District related duties and activities.
- Communicate orally and in writing with District management, co-workers, and the public in one-to-one and group settings.
- Vision and hearing within normal ranges with or without correction.
- Operate a variety of automated office machines (i.e.: personal computer, copier, fax, etc.).
- Regularly use telephone for communications.
- Regularly use electronic devices.
- Typical work in an office environment:

### Frequently:

- Sit at a desk/table for an extended period of time.
- Ability to bend (neck and waist), squat, climb, stoop, kneel, crawl, twist, grasp, fine manipulation, push, pull, reach, climb, crouch, balance, stand, walk.

- Operate equipment, stationary machinery and hand tools.
- Lift, carry and move objects up to 25 pounds such as storage boxes, large binders, books, and small office equipment.
- Repetitive use of hands.
- Reach above and below shoulder level.
- Regularly work in the field environment: ability to bend (neck and waist), squat, climb, stoop, kneel, crawl, twist, grasp, fine manipulation, push, pull, reach, climb, crouch, balance, stand, walk, lift and carry up to 50 pounds.
- Ability to operate various types of machinery and equipment, use manual and power tools.
- Differentiate between and perceive color, sound, smell, taste, texture and form.

### **Environmental and Working Conditions**

The environmental and working conditions herein 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 performance of this position may occasionally require exposure to job site, distribution and production areas where:
  - Certain areas may require the use of personal protective equipment such as hard hats, safety glasses and hearing protection.
  - May be both indoors and outdoors in all weather conditions with exposure to dust, dirt, water and significant temperature changes between cold and heat; on various types of terrain and footing which may be slippery or uneven; around moving objects or vehicles; in small/tight spaces.
  - May be around machinery with moving parts or stationary equipment; near hazardous chemicals; exposed to fumes/smoke/gases.
  - Occasionally may enter confined spaces.
- Regularly work in ambient room temperatures, lighting and traditional office equipment as found in a typical office environment.

### **Education, Experience and Certification**

*Required:*

- Bachelor's Degree from an accredited college or university with major course work in public relations, communications, marketing, journalism, business administration, public administration, or related field.
- Five (5) full-time years of increasingly responsible professional experience in public relations and related work including three (3) full-time years equivalent to an Communication Specialist 2 with the Carmichael Water District

**OR**

- Eight (8) full-time years of increasingly responsible professional experience in public relations and related work including three (3) full-time years of increasingly responsible experience in a supervisory position.
- Possess and maintain an American Water Works Association (AWWA) Water Use Efficiency Practitioner Grade 1 Certification within twelve (12) months from date of hire.
- Possess and maintain a California State Water Resources Control Board (SWRCB) Distribution Operator Grade D1 Certification within twelve (12) months from date of hire.
- Possess and maintain an AWWA Water Use Efficiency Practitioner Grade 2 Certification within twenty-four (24) months from date of hire.
- Possess and maintain an Irrigation Association Certified Landscape Irrigation Auditor Certification within twenty-four (24) months from date of hire.

*Desirable:*

- Four (4) or more full-time years of increasingly responsible experience in a supervisory position.
- Three (3) or more full-time years of experience in the public agency.

## **Licenses**

- Possess and maintain a State of California Class C Driver's License
- Proof of good driving record as evidenced by freedom from multiple or serious traffic violations or accidents for at least two years duration.

**License and Certification Maintenance: Employee is responsible to complete the designated number of contact hours (i.e.: continuing education and/or training requirements) and licensing requirements to maintain all required licenses and certifications as a condition of continued employment.**

***NOTE: The specific statements shown in each section of this job description are not intended to be all-inclusive. They represent typical elements and criteria that are performed by most incumbents, but other related duties may be performed. Not all duties listed are necessarily performed by each individual.***