



THE METROPOLITAN WATER DISTRICT
OF SOUTHERN CALIFORNIA

PUBLIC AFFAIRS REPRESENTATIVE II

Group-Section: External Affairs	FLSA Status: Non-Exempt Bargaining Unit: AFSCME	Salary Grade: 43 Job #: YA88
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JOB SUMMARY

This is the journey level position performing Public Affairs Representative II job duties.

DISTINGUISHING CHARACTERISTICS

Positions at this level are fully competent and use judgment in interpreting and adapting guidelines such as policies, regulations, precedents, and work directions for application to specific cases or problems. The decision regarding what needs to be done depends upon the analysis of the subject, phase, or issues involved in each assignment, and the chosen course of action may have to be selected from many alternatives. The work involves treating a variety of conventional problems, questions, or situations in conformance with established criteria.

OVERSIGHT

Supervision Received: The supervisor makes assignments by defining objectives, priorities, and deadlines; and assists employee with unusual situations that do not have clear precedents. The employee plans and carries out the successive steps and handles problems and deviations in the work assignment in accordance with instructions, policies, previous training, or accepted practices in the occupation. Completed work is usually evaluated for technical soundness, appropriateness, and conformity to policy and requirements. The methods used in arriving at the end results are not usually reviewed in detail.

Supervision Given: May act as a lead. May coordinate and review work assignments of employees performing the same general work as the lead on a day-to-day basis. Responsibilities may involve solving problems and providing instructions on work procedures.

JOB DUTIES

1. Prepares and delivers presentations to educational, community, and civic groups; assists in coordinating outreach programs.
2. Conducts teacher in-service training and workshops, classroom presentations, assembly programs, and field trips focusing on Metropolitan initiatives and curricula for education programs.
3. Assists in developing marketing materials such as fliers and letters for distribution to media, member agencies, education, and community outreach organizations.
4. May act as a liaison with Metropolitan's member agencies as related to media, education, and community outreach events and requests.
5. May conduct educational activities and make presentations at conferences, meetings, or events.
6. Responds to requests and inquiries from member agencies and constituents including schools and community organizations; maintains mailing lists.

7. Prepares reports and records participation rates.
8. Assists in coordinating education programs.
9. Assists in preparing and editing news releases and various print and online publications, multimedia presentations, reports, magazines, newsletters, brochures, web updates, speeches, talking points, scripts, and letters to the editor.
10. Tracks quantities of materials and supplies and prepares purchase requests for the support of ongoing and scheduled programs and events.
11. May participate on a project team.
12. Performs other related Public Affairs Representative job duties as required.

EMPLOYMENT STANDARDS

MINIMUM QUALIFICATIONS

Education and Experience: Bachelor's degree from an accredited college or university in a related field and four years relevant experience of which two years of experience must have been at the Public Affairs Representative I level; or a Master's degree from an accredited college or university in a related field and two years relevant experience of which two years of experience must have been at the Public Affairs Representative I level.

Required Knowledge of: Marketing and community outreach through a variety of media; a variety of writing styles and techniques including newspaper, magazine, and corporate; Metropolitan history, mission, issues, programs, projects, and people; principles and practices of public relations; news media operations; research tools, facilities, and methodologies; English usage, spelling, grammar, and punctuation; applicable federal, state and local laws, codes, and regulations; and current office technology and equipment.

Required Skills and Abilities to: Write clearly, concisely, creatively, and correctly; write to create interest in Metropolitan matters; incorporate Metropolitan goals into various publications; develop and maintain effective communications with the news media; interpret policies and procedures; respond to requests and inquiries from the general public; use independent judgment and exercise discretion; problem solve; prioritize and multi-task; communicate clearly and concisely, both verbally and in writing; establish and maintain effective working relationships with those contacted in the course of work; work independently and in a team environment; and operate current office equipment including computers and supporting applications.

CERTIFICATIONS, LICENSES, AND REGISTRATIONS REQUIREMENTS

Employees in this position may be required to obtain and maintain the following certifications, licensing and registrations:

Certificates

- None

Job Title: Public Affairs Representative II

Job Code: YA88

Adopted: 03/11/13

Revised:

Supercedes:

Page 2

Licenses

- Valid California Class C Driver License that allows you to drive in the course of your employment

Registrations

- None

PHYSICAL DEMANDS, WORK ENVIRONMENT, AND VISION REQUIREMENTS

The physical demands and work environment characteristics described here are representative of those that must be met or may be encountered by an employee to successfully perform the job duties of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the job duties.

Physical Demands: The work requires some physical exertion such as long periods of standing; walking over rough, uneven, or rocky surfaces; recurring bending, crouching, stooping, stretching, reaching, or similar activities; recurring lifting of moderately heavy items such as personal computers and record boxes. The work may require specific, but common, physical characteristics and abilities such as above-average agility and dexterity.

Work Environment: The work environment involves everyday risks or discomforts that require normal safety precautions typical of such places as offices, meeting and training rooms, libraries, and residences or commercial vehicles, e.g., use of safe work practices with office equipment, avoidance of trips and falls, observance of fire regulations and traffic signals, etc. The work area is adequately lighted, heated, and ventilated.

VISION REQUIREMENTS: No special vision requirements.