



## **OUTREACH & CONSERVATION MANAGER**

**Range: 60 (Exempt)**  
**Salary:**

**JOB DEFINITION:** Under direction, performs a variety of professional and supervisory activities in conjunction with Agency related public affairs, legislative, conservation and community involvement programs; recommends, develops and coordinates implementation of Agency conservation programs; assists in setting program goals, performance measures, and sources of funding; serves as liaison between the Agency and other public agencies, schools, community and industry groups and the media; creates, develops and distributes a wide variety of printed materials and other services for use in public information programs; and performs related duties as assigned by supervisor.

**SUPERVISOR:** Director of Public Affairs and Water Planning, or if vacant, General Manager

### **DISTINGUISHED FROM LOWER RANGE POSITION(S):**

This position is a management/supervisory level position.

### **EXAMPLE OF DUTIES:**

Performs skilled, professional duties in the development of public awareness, conservation, legislation, information and other community involvement programs, as well as internal communications activities; takes proactive steps to establish positive relationships with key media, business, civic and community leaders, and serves as liaison between the Agency and designated public agencies, community and industry groups and the media, represents Agency on Association of California Water Agencies Communication Committee; coordinates with the Agency's lobbyists and legislators; responds to, or arranges for, responses to media inquiries or requests for interviews, ranging from the routine to highly sensitive issues and incidents; prepares news releases and public service announcements with corresponding photographs and graphics; establishes and maintains effective media relations; coordinates and assists other departments in the preparation of announcements and public information materials; conducts background research to write articles, writes and edits copy; facilitates two-way communication between the Agency and the community; provides community outreach and education regarding rate adjustments; assists other Agency staff with the formulation of methods and approaches for addressing community and agency concerns, and follows up as the Agency's representative at meetings with local citizens, public groups and developers to ensure that concerns and needs are responded to; conducts background research to write articles, writes and edits copy; coordinates assigned media activities and events, public awareness information or community involvement programs, or internal communication projects, publications and Agency-related events, and designs and develops supporting materials; attends general community and professional public forums and statewide meetings in order to speak on behalf of the Agency with regard to public information and conservation issues, Agency projects and programs and answer related questions; conducts internal and external surveys, analyzes data and provides recommendations related to results; oversees tours of Agency facilities; assists

with Water Audits (Water Conservation Reviews) for large volume water users; plans, develops, designs, writes and coordinates the production and distribution of a variety of printed and audiovisual materials relating to the Agency for both in-house and public presentations, including, but not limited to, technical reports, correspondence, flyers, brochures, newsletters, videos, PowerPoint presentations, fact sheets, bill inserts, overlays, charts and other printed/graphic materials; organizes and coordinates deadlines and production schedules to carry out outreach, and conservation responsibilities (Incentives, homeowner association outreach and programs, public information campaigns, drought messaging, rate adjustment outreach, and more); develops and maintains a recommended departmental budget annually and makes future budget recommendations; responsible for oversight of production, publication and mailing of Agency's annual Water Quality Report; serves as administrator for the Agency's website and assists in the development of content for the website; oversees all Agency social media activity; develops and guides Agency conservation programs including, but not limited to, budgeting, planning, overseeing, and monitoring results for incentives and coordinates and oversees Agency grant writing related to water conservation or outreach. Provides direction and supervision to Conservation Specialist, Outreach Specialist and Public Affairs and Water Planning Coordinator. Manages consultants as needed.

#### **QUALIFICATIONS:**

**Schooling and Certification(s):** Graduation from a four-year college or university with major coursework in public relations, journalism, communications or a closely related field. Water Use Efficiency Practitioner certifications preferred. Must obtain a Water Use Efficiency Practitioner Grade 1 certification within 12 months of hire.

**Experience:** Four years of progressively responsible professional experience in the field of public outreach or conservation, including one-year supervisory experience, or two years as an Outreach or Conservation Specialist with Desert Water Agency; or an equivalent combination of training and experience likely to provide the desired knowledge and ability.

**License(s):** Possession of a valid Class C drivers' license issued by the California Department of Motor Vehicles appropriate for the use of Agency vehicles required in the fulfillment of the job duties for this position, with an acceptable driving record.

**Knowledge of:** Principles, methods and practices applied in design and implementation of public relations, community affairs and advertising programs; methods and techniques of writing for advertising, marketing and public relations; methods and practices of effective representation of Agency interests before elected bodies and officials; principles and practices of sound business communication; correct English usage, including spelling, grammar and punctuation; principles, methods and techniques of graphic design, layout and print production and photography; desktop publishing applications in the preparation of print and graphic materials; advertising and public relations industry practices and trends; basic conservation principles and programs commonly used in other water utilities.

**Ability:**

Work independently with direction from upper management; understand and effectively carry out general oral and written instructions; give understandable oral and written instructions; instruct, train and supervise personnel in outreach and conservation functions; direct departmental staff toward the achievement of given objectives; analyze work activities and operational problems and make logical recommendations for resolve; operate a computer using word processing, desktop publishing and other standard writing and graphics software; use Excel for data analysis; communicate clearly and concisely, orally and in writing; apply writing style and techniques appropriate for differing business and journalistic/public relations purposes; create and oversee effective graphic designs and creative approaches for use in public information and education programs; edit written materials; interpret information and situations and make recommendations in accordance with applicable policies, regulations and guidelines; maintain effective relationships with those encountered in the course of the work, including the media; exercise sound judgment within established guidelines; maintain accurate files and records; establish and maintain cooperative relationships with other employees, officials and the general public.

**PHYSICAL REQUIREMENTS:**

**Climbing:**  yes  no **Frequency:** Continual  Often  Infrequently  Never   
Examples: Going up and down ladders, stepping stools, stairs

**Bending:**  yes  no **Frequency:** Continual  Often  Infrequently  Never   
Examples: Picking up boxes, normal office range of motion

**Lifting:**  yes  no **Frequency:** Continual  Often  Infrequently  Never   
Examples: Lifting boxes, audiovisual equipment, presentation material, etc.

**Sedentary/sitting:**  yes  no **Frequency:** Continual  Often  Infrequently  Never   
Examples: Driving or riding in vehicles, sitting at desk

**Standing:**  yes  no **Frequency:** Continual  Often  Infrequently  Never   
Examples: Standing on carpet, pavement, concrete in Agency facilities

**Repetitive motion:**  yes  no **Frequency:** Continual  Often  Infrequently  Never   
Examples: Operation of computer keyboard, writing, etc.

**WORK ENVIRONMENT:**

Generally, the duties to be performed by the Outreach & Conservation Manager will be within the Operations Center or other places of business, including schools, auditoriums, and clubs, or, on occasion, outdoor speaking engagements.

Within the Operations Center, there is both overhead lighting and natural light from windows. There is a music/paging system which is on and operating throughout the workday. There are a number of pieces of office equipment that operate within the confines of the work areas, including, but not limited to: telephones, computers, computer printers, etc.

The working hours of the Outreach & Conservation Manager will be traditional Agency office hours of 8:00 am to 5:00 pm with the ability to participate in the Agency's 9/80 schedule; however, due to the nature of the position, the incumbent will be required to travel to different locations both locally and out-of-town and will be required to participate in speaking engagements that will likely take place before or after regular Agency hours, or on weekends.

**I have reviewed this Job Description with my Supervisor and received a copy.**

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Employee Signature

Date

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Supervisor Signature

Date

***The specific statements shown in each section of this job description are not intended to be all-inclusive. They represent typical elements and criteria necessary to successfully perform the job.***