



OUTREACH & CONSERVATION ASSOCIATE

Range: 45
Salary:

JOB DEFINITION: Under general supervision, performs a variety of professional and administrative activities in conjunction with Agency related public affairs and community involvement programs; and performs related work as assigned by the Outreach & Conservation Manager.

SUPERVISOR: Outreach & Conservation Manager

EXAMPLE OF DUTIES:

Participates in the development of public awareness, information and other community involvement programs, as well as internal communications activities; serves as liaison between the Agency and designated public agencies, community and industry groups and the media as assigned by Outreach & Conservation Manager; facilitates two-way communication between the Agency and the community, representing the Agency in meetings with local citizens, public groups and developers to respond actively and timely to water related issues and concerns; attends meetings, answers questions and provides information on Agency programs and projects; speaks before meetings of professional and community organizations, schools, and in public forums on Agency public information and conservation issues and programs; assists with the preparation of news releases and public service announcements with corresponding photographs and graphics; 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; assists with community outreach and education regarding rate adjustments; tracks Agency construction projects and sends letters of information to residents in the impacted area; conducts research and drafts responses to customer inquiries/complaints on a variety of topics and works with various Agency departments to address and resolve these issues; assists with the organization of Agency and Colorado River Aqueduct tours; assists with the design, writing and coordination of the production of a variety of printed and audiovisual materials relating to the Agency for both in-house and public presentations; shoots photographs and designs layouts for internal and external communications pieces; serves as Staff photographer to take photographs at Agency job sites, public events, and of Agency Board and Staff as requested; responsible for water quality education for media and community; posts relevant information to the Agency's website at the direction of Outreach & Conservation Manager; assists in administration of Agency conservation programs including but not limited to application processing, quality control assurance, and periodic reporting of Turf Buy Back Program, Smart Controller Program and Toilet Rebate Program; coordinates with restaurants and hotels to implement table top/in-room conservation programs and monitor use; responds to reports of water waste and determines if there is a need for a field visit; maintains database of water waste reports; coordinates with communications 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.

Experience: Three years of office administration or customer service experience at Desert Water Agency or two years of progressively responsible professional experience involving the development and coordination of public affairs programs and projects, including the development of communications materials using personal computers and desktop publishing software; or an equivalent combination of training and experience.

License(s): Possession of a valid 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; 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 Outreach & Conservation Manager; understand and effectively carry out general oral and written instructions; operate a computer using word processing, desktop publishing and other standard writing and graphics software; operate audiovisual equipment; communicate clearly and effectively orally and in writing; make sound independent judgments within established guidelines; maintain accurate files and records; maintain effective relationships with those encountered in the course of the work, including the media; 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 performed by the Outreach & Conservation Associate 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 work day. 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 Associate will be traditional Agency office hours of 8:00 am to 5:00 pm; 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.

Employee Signature

Date

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.