



## SENIOR PUBLIC AFFAIRS SPECIALIST

Range: 48  
Salary:

**JOB DEFINITION:** Under general supervision, performs more complex variety of professional, technical and support duties to support the Agency's public affairs, education and communication efforts; and performs related work as assigned by the Public Affairs Manager and Director of Public Affairs and Conservation.

**SUPERVISOR:** Public Affairs Manager, or if vacant, Director of Public Affairs and Conservation

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

Senior Public Affairs Specialist is the highest of the three public affairs specialist positions; it is distinguished from the lower public affairs specialist positions in that extensive technical, policy, and procedural knowledge and experience is required, as well as the ability to train the lower level public affairs personnel positions.

### EXAMPLE OF DUTIES:

Participates in the development and execution of public affairs; coordinates with customers and groups on general, project-related and conservation program inquiries; develops customer and media materials; creates compelling messaging to support Agency operations and programs; develops and provides stakeholder and public presentations; pitches and conducts interviews with media outlets (print, television, radio, etc.); analyzes and makes recommendations on public affairs and conservation best practices; assists with grant applications and reporting; represents the Agency at public events and meetings; develops materials for and presents to schools and community groups to further Agency messaging; develops concepts for and executes graphic design and video campaigns; creates and executes social media campaigns; works on regional public affairs efforts with other agencies; works closely with conservation and water resources specialists and would require collaboration with the Agency's Information Systems; Customer Service and other departments; manages projects and plans Agency events; maintains and updates Agency website; researches and conducts legislative public affairs.

### QUALIFICATIONS:

**Schooling and Certification(s):** Degree from a four-year college or university with major in a related subject (communications, journalism, graphic design, education) or two years of experience and an Associate degree or professional certificates.

**Experience:** Three or more years of experience as a Public Affairs Specialist II at the Desert Water Agency, or five or more years of progressively

responsible professional experience involving public affairs, media, education, journalism, graphic design, copy writing, or advertising.

**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 communications; social media engagement and analytics; design and implementation of public relations, community affairs and advertising tactics; methods and techniques of writing for advertising, marketing and public relations; web updates and analytics; 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; advertising and public relations industry practices and trends.

**Ability:** Work independently with direction from supervisor and effectively carry out implementation of new and established public affairs campaigns; strong command of persuasive and technical writing; limited mathematical calculations for agency statistics; 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 be performed by the Senior Public affairs Specialist 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 Senior Public affairs Specialist may be traditional Agency office hours of 8:00 am to 5:00 pm; or may be a 9-80 work schedule with every other Friday off; 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.***