

# **SAN BERNARDINO MUNICIPAL WATER DEPARTMENT CLASSIFICATION SPECIFICATION**

**TITLE: WATER CONSERVATION/PUBLIC AFFAIRS MANAGER**

**DATE: 7/1/2022**

**JOB CODE: 51726**

**FLSA STATUS: EXEMPT**

**UNIT REPRESENTATION: MID-MGMT**

*Class specifications are intended to present a descriptive list of the range of duties performed by employees in the class. Specifications are not intended to reflect all duties performed within the job.*

## **DUTIES SUMMARY**

Under general direction, to perform a variety of professional and administrative activities in support of the Department's public information, community outreach and conservation programs; to plan, develop, implement, evaluate, and manage the Department's water conservation and water efficiency programs; to participate in and support regional and state wide conservation efforts and initiatives; to perform a variety of technical and administrative duties including website and social media content, legislative analysis, and grant writing; to represent the Department in the community and at professional meetings as required; to supervise assigned administrative, clerical, and technical staff; and to perform related work as required.

## **DISTINGUISHING CHARACTERISTICS**

The class of Water Conservation/Public Affairs Manager is a specialized supervisory/managerial, single incumbent class. Supervision is received from the Deputy General Manager or designee and supervision is exercised over assigned administrative, clerical, and technical staff. The incumbent must possess strong technical and administrative skills in support of the Department's public information, community outreach, conservation/education programs, and public relations efforts with community and business groups and other public agencies. The incumbent must be highly motivated, professional, and work independently, exercising a substantial degree of judgment in the accomplishment of objectives and in making sound recommendations based on the operating procedures and policies of the Department.

## **EXAMPLES OF DUTIES**

*The following duties are typical essential duties for positions in this classification. Any single position may perform all of these duties and/or may perform similar related duties not listed here.*

- Provide courteous and expeditious customer service to the general public and City and Department staff;
- Routinely adhere to and maintain a positive attitude toward City and Department goals;
- Develop and implement goals, objectives, strategies and benchmarks for the Department's public affairs programs and the development, marketing, and branding of the Department and its programs that promote water resource management and customer service.

- Plan, prioritize, assign, supervise, review and participate in the work of assigned staff;
- Select, train, motivate, and evaluate performance of assigned staff; provide or coordinate staff training; work with employees to correct deficiencies; recommend and implement disciplinary action as appropriate;
- Provide day-to-day leadership and work with staff to ensure a high performance, customer service oriented work environment which supports achieving the Department's mission, strategic plan, objectives, and values;
- Plan and conduct public relations, awareness, and community involvement programs designed to create and maintain a positive image of Department operations and programs;
- Promote positive public relations through presentations, exhibits, and attendance at community and civic events; plan and coordinate special events and presentations on a variety of topics to citizen groups, businesses, students, homeowners, and other interested groups;
- Plan and monitor community outreach and educational program expenditures to efficiently use budgeted funds;
- Plan, recommend and coordinate the development of graphic materials including flyers, applications, brochures, newsletters, fact sheets, bill inserts, overlays, reports, calendars, charts, outreach campaign materials, educational initiatives, and related communication and other graphic materials; establish timelines and schedules;
- Coordinate, promote, and participate in a variety of community events, including off hours, evenings or weekends; prepare and set up displays and exhibits; prepare public information materials; organize and staff information booths and maintain supplies for distribution; take photographs for publicity purposes;
- Arrange or respond to media inquiries, prepare news releases, and arrange for media interviews, as directed by the General Manager or designee; establish and maintain effective media relations;
- Coordinate and/or conduct field visits, presentations, and tours for various clubs, schools, and community groups of Department facilities and operations;
- Maintain the Department's public educational resources and materials in coordination with outreach efforts; coordinate the Department's school education program; develop classroom appropriate curriculum and materials;
- Work closely with Human Resources staff on recruitment and retention initiatives;
- Manage and further develop water conservation rebate programs; research, evaluate, and implement new conservation rebates and/or incentives;
- Plan, coordinate and develop the Department's water efficient landscape workshops;
- Respond to general customer conservation inquiries or water loss complaints and provide guidance on water conservation, water use efficiency practices, water education, and department community outreach programs;
- Conduct site visits and evaluate existing landscapes and irrigation systems; submit recommendations for reducing water use and/or increasing efficiency;
- Gather, maintain, and analyze customer water consumption information by rate class to identify excessive water usage;

- Conduct follow-up inspections on customer sites to validate turf removal, or installation, and use of water conservation products purchased through Department rebate programs;
- Compose written reports to site owners and managers outlining suggestions for water system use improvements;
- Handle complex water conservation related inquiries or complaints and provide clear explanations of procedures and regulations;
- Work with Customer Service, Field Service, and Billing sections to identify, monitor, and resolve water conservation, water efficiency, and water education issues;
- Establish and maintain database of all water waste related issues to include, complaints, documentation, work orders, correspondence, and resolutions;
- Assist in identifying and developing funding sources (local, State and Federal) for Department projects and programs; plan meetings with staff to discuss upcoming grant opportunities and timeframes for applications to be filed;
- Assist with and coordinate the preparation of grant applications for the Department; draft, edit and comment on grant applications and associated documents in support of gaining grants for Department projects;
- Respond to inquiries from staff, vendors, and contractors relative to the Department's grants program;
- Research and prepare grant proposals for various programs and projects of the Department; interface with governmental agencies regarding requirements for obtaining funds and monitoring procedures; present proposals as required;
- Maintain and verify financial, statistical, or other fiscal records in connection with various local, regional, state, and federal grants;
- Clarify and resolve technical and contractual issues and problems with grants; guide Department staff on grant regulations and use of grant funding;
- Correspond with representatives from local, regional, state, and federal agencies regarding matters involving grant status, funding, reporting, and requirements;
- Track and monitor grant availability, grant award/denial history, and future grant opportunities in support of capital improvement projects;
- Conduct research, make recommendations, coordinate, and report on grant applications and rewards; Serve as the liaison between the Department and the grants consultant;
- Develop and maintain a variety of Department web content; develop articles and "posts"; coordinate an online calendar of events;
- Develop, implement, and prepare reports and analyses on program operations and evaluation;
- Compile statistics and prepare accurate periodic reports for submission to State; prepare and submit mandatory reporting as required by State Water Resource Control Board;
- Keep current with all Federal, State, and local water conservation related regulatory requirements; monitor pending and newly adopted legislation keeping the General Manager, or designee informed with regular and pertinent updates; implement and enforce all changes in Federal, State, and local water conservation related regulatory requirements;

- Attend meetings, answer questions and provide information on Department programs and projects; work with other Department staff to develop methods and approaches for addressing community and Department concerns;
- Confer with representatives of other divisions/sections, committees, and vendors as required by project assignments, media interest and other collaborative efforts;
- Edit technical reports for public dissemination; assist in writing related correspondence when required;
- Provide administrative and other support functions for the General Manager and Deputy General Manager, as needed.

## **QUALIFICATIONS**

*Any combination of education, training, and experience that would likely provide the knowledge, skills, and abilities to successfully perform in the position is qualifying. A typical combination includes:*

### **Knowledge of:**

- Principles and practices of public administration;
- Principles of supervision;
- Principles and practices of communications, marketing, and community relations;
- Principles and practices of program development and administration;
- Customer service etiquette, both in person and on the phone;
- Principles and practices of water conservation;
- Principles, practices, and techniques of landscape irrigation audits and systems;
- Federal, State, and local water conservation related regulations;
- Effective communication and presentation methods;
- Applicable federal, state, and local laws, rules, and regulations pertaining to water conservation;
- Microsoft Office Suite, including Word, Excel, PowerPoint, and Publisher at an advanced level;
- Landscape design software and other software applications related to water conservation;
- High efficiency landscape irrigation products/devices;
- Drought tolerant/California Friendly plants, types of soils, turf grasses, and irrigation systems;
- High efficiency indoor water conservation appurtenances used for residential, commercial, industrial, and institutional water conservation;
- Principles and practices of sound business communication including correct English usage, spelling, grammar, and punctuation;
- Environmental issues and concerns related to water systems and conservation;
- Principles and practices of graphic design, photography, and multi-media presentations;

**Ability to:**

- Maintain a driving record which meets Vehicle Code Standards and is acceptable to the Department and its insurance carrier;
- Develop and administer Departmental goals, objectives, and procedures;
- Effectively supervise, monitor, motivate, and evaluate staff;
- Create, market, organize, and implement public information, community outreach, and conservation programs;
- Develop, market, and publish a variety of communication materials for dissemination to the public; create effective graphic designs for use in education and marketing programs; edit materials using proper punctuation and grammar;
- Establish and maintain effective working relationships with customers, other agencies, and community groups; work effectively with diverse, multi-cultural groups; exercise a high level of tact and diplomacy in dealing with the public;
- Communicate effectively, both verbally and in written form;
- Prepare and give presentations; conduct conservation related classes and/or other public information for large groups in excess of 100 attendees;
- Analyze water conservation data, evaluate alternatives, and recommend changes to program policies and procedures;
- Query and collate account consumption statistics for benchmarking purposes; evaluate the overall effectiveness of water conservation programs by account, rate class, and overall customer base;
- Develop and maintain up-to-date knowledge of water conservation practices and products including drought tolerant plants, landscapes, irrigation systems, and controllers;
- Develop and maintain knowledge of water efficiency rating systems provided by government agencies, including; Environmental Protection Agency and California Urban Water Conservation Council;
- Properly interpret and make sound decisions in accordance with applicable laws, regulations, and policies;
- Monitor, interpret, and apply Federal, State, and local policies, laws, and regulations.
- Represent the Department, including its programs and policies, with the public and other agencies.
- Research the availability of grants and coordinate the submittal and tracking of grants.
- Operate a personal computer and possess a working knowledge of web site applications;
- Understand and carry out oral and written instructions;
- Perform work requiring sound independent judgment, accuracy, and the judicial prioritization of assignments;
- Research, identify, and solicit grants for the Department;

- Plan and organize work to meet changing priorities and deadlines;
- Maintain accurate files and detailed records;
- Work under high stress conditions;
- Work a demanding schedule including evenings and weekends;

## **MINIMUM QUALIFICATIONS**

**Education:** Graduation from an accredited college or university with a Bachelor's degree or equivalent (120 semester units) in public relations, public affairs, communications, water, business or public administration, marketing, journalism, or a related field;

And

**Experience:** Five (5) years of experience in the coordination of customer communication, community engagement, events, water conservation, outreach programs, marketing, and graphics in a government or public utility setting. One (1) year or more of public speaking and presentation experience required; up to two years of additional qualifying experience may be substituted for the required education on a year-for-year basis.

And

**Certificates:** Must obtain and maintain a valid AWWA Water Conservation Practitioner Grade 1 certificate within twelve (12) months of appointment; possession at time of application preferred.

Must obtain and maintain a valid AWWA Water Conservation Practitioner grade 2 certificate within 24 months of appointment; possession at time of application preferred.

Public Information Officer (PIO) Institute certification from the California Association of Public Information Officials (CAPIO), or a similar professional organization, is highly desirable within 24 months of appointment; possession at time of application preferred.

## **NECESSARY SPECIAL REQUIREMENTS**

Possession of a valid Class "C" California driver's license. For out of state applicants, a valid driver's license is required and a valid Class "C" California driver's license must be obtained within ten (10) days of appointment (CA Vehicle Code 12505c).

Must be physically capable of performing the critical and important duties of the job class.

Must be willing to work numerous weekends and evenings, as required.

## **PHYSICAL TASKS AND ENVIRONMENTAL CONDITIONS**

There is frequent need to stand, sit, stoop, walk and perform other similar actions during the course of the workday. Must be able to work indoors and outdoors in a variety of environmental conditions.

Incumbents require sufficient mobility to work in an office setting and operate office equipment. Must be able to transport materials and supplies weighing up to 55 pounds and to travel to various indoor and

outdoor locations. Must be able to see in the normal visual range with or without correction with vision sufficient to read small print, computer screens and other printed documents. Must be able to hear in the normal audio range with or without correction. Employee accommodations for physical or mental disabilities will be considered on a case-by-case basis.

**Job Description:**

BOWC Approved:

Rev with Title Change

5/5/2015

9/19/2017

3/10/2020

Rev with Title Change from Coord

6/28/2022

**Testing Standards:** App Review/Supp App Review