

SAN BERNARDINO MUNICIPAL WATER DEPARTMENT CLASSIFICATION SPECIFICATION

TITLE: WATER CONSERVATION/PUBLIC AFFAIRS SPECIALIST

DATE: 4/25/2023

JOB CODE: 21874

FLSA STATUS: NON-EXEMPT

UNIT REPRESENTATION: GEN

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 supervision, to perform a variety of administrative duties and participate in various activities in support of the Department's public information, community outreach, and conservation programs; assist with the coordination of the Department's water conservation and water efficiency programs; participate in and support regional and state-wide conservation efforts and initiatives; represent the Department in the community and at professional meetings as required; and perform related work as required.

DISTINGUISHING CHARACTERISTICS

This is a journey level class in the Water Conservation/Public Affairs series. Incumbents are required to exercise some independent judgment in performing work assignments, handle and prioritize multiple support functions independently and efficiently, and possess substantial knowledge and understanding of the functions of the work unit operations in performance of work assignments. Supervision is received from the Water Conservation/Public Affairs Manager and/or the Deputy General Manager.

EXAMPLES OF DUTIES

The following duties are typical essential duties for positions in this classification. Any single position may not 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;
- Regularly participate in, and provide support for, a variety of community events including off hours, evenings, and/or weekends; prepare and set up displays/exhibits, organize and staff information booths, maintain inventory and stock of supplies for distribution at public events;
- Perform varied and moderately complex administrative, financial, and/or customer service support as directed;
- Take and respond to calls, screen calls, take messages, schedule appointments, answer questions, and make referrals requiring a basic understanding of policies and procedures of the unit;

- Assist and schedule customers requesting to participate in Department hosted events;
- Assist with customer survey and program evaluation practices;
- Independently handle customer inquiries and impart information about programs and procedures using knowledge of functions of the unit and provide resolutions or refer situations to a supervisor when necessary;
- Prepare and process various administrative and financial documents and transactions for completion, accuracy, and conformance with established policies, regulations, and procedures;
- Order supplies;
- Compile and tabulate data for regular and ad hoc reports; code and post data to logs and records, make routine mathematical calculations;
- Research trends in water conservation measures and programs;
- Audit data and research and resolve discrepancies to ensure accuracy of reports;
- Determine proper format for finished reports with supervisor approval;
- Develop forms to summarize data, spreadsheets and databases requiring an intermediate level of proficiency to track and extract data;
- Assist with tracking and processing conservation rebates;
- Assist with tracking and responding to reports of water waste;
- Participate in, and provide support for, a variety of water conservation and water education related programs;
- Assist with follow-up inspections of customer sites to validate landscape projects or installation and use of water conservation products reimbursed through Department conservation rebate programs;
- Assist in developing social media campaigns and promotions;
- Gather and compile research for a variety of water use efficiency and/or public affairs efforts;
- Assist with development of outreach materials including photographs and videos for publicity purposes;
- Assist with planning and coordination of graphic information materials including flyers, applications, brochures, newsletters, social media, presentations, educational materials, etc.;
- Assist with coordinating field visits, presentations, and tours of Department facilities and operations;
- Assist with promoting the Department's public educational resources and materials in coordination with outreach efforts;
- Establish and maintain files and various manual and electronic record keeping systems;
- Annually and/or electronically sort and file documents and records according to predetermined classifications and determine new classifications as necessary;
- Perform data entry into electronic systems;

- Summarize and extract data for use in various reports;
- Audit and ensure accuracy of records and files;
- Retrieve manual and electronic materials from established systems;
- Arrange and schedule meetings, conferences, workshops, and handle logistics;
- Operate a variety of office equipment, including computers and related software, calculator, facsimile, photocopier, scanner, two-way radio, and related specialized office equipment of the unit;
- Operate a Department vehicle as necessary;
- Perform Related duties as required

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, practices, and methods of water conservation;
- Research methodology, analysis, and interpretation techniques;
- Methods of public information and education, outreach, and marketing;
- Modern office practices, equipment, and procedures;
- Basic mathematical principles;
- Statistical and record keeping methods;
- Principles and practices of public information and governmental operations;
- Principles and practices of sound business communication;
- Proper English usage, spelling, grammar, and punctuation;
- Basic principles and practices of public outreach techniques;
- Record keeping principles and procedures;

Ability to:

- Regularly participate in job-related activities at times other than normal business hours, including weekends, evenings, holidays, and often at various locations throughout the City of San Bernardino and surrounding areas;
- Gather and organize information;
- Plan, organize, design, and conduct research projects; organize and manage multiple priorities and projects;

- Effectively organize and prioritize work being mindful of multiple deadlines;
- Coordinate programs effectively with public and private groups;
- Perform a variety of customer service tasks related to program operations;
- Understand, interpret, and apply all pertinent laws, codes, regulations, policies, procedures, and standards relevant to work performed;
- Use independent judgment within general policy, procedural, and legal guidelines;
- Identify and interpret technical information;
- Develop and disseminate information and materials;
- Prepare and present clear, concise, and accurate administrative reports, presentations, letters, memorandums, and other written materials;
- Make presentations to customers and community groups regarding department programs and services;
- Speak convincingly and effectively in public and before groups;
- Relate effectively to people of all ages and from a variety of backgrounds; work effectively with a diversity of individuals, personalities, and organizations;
- Work both independently and as a team member;
- Develop and maintain accurate records and files;
- Establish and maintain cooperative and effective working relationships with those contacted in course of work;
- Monitor and make recommendations for modifications to existing communication procedures; assist in implementation of communications procedures;
- Represent the Department in a professional manner at community functions, conferences, and business meetings;
- Understand and follow oral and written instructions;
- Communicate clearly and effectively, both orally and in writing, to all levels of Department staff, customers, agencies, and others contacted during the course of work;
- Operate standard office equipment and software products;
- Exercise good judgment and maintain confidentiality in maintaining critical and sensitive information, records, and reports;
- Respond to requests and inquiries from the public; independently handle customer complaints and inquiries;
- Work independently in the absence of supervision; independently organize work, set priorities, meet critical deadlines, and follow-up on assignments;
- Understand and carry out oral and written instructions;

- Use tact, initiative, prudence and independent judgment within general policy and procedural guidelines;
- Participate in the preparation of a variety of administrative and financial reports;
- Maintain a driving record which meets Vehicle Code Standards and is acceptable to the Department and its insurance carrier.

MINIMUM QUALIFICATIONS

Education/Experience:

Bachelor's degree from an accredited college or university with coursework in communication, marketing, public relations, business, public administration, environmental science, or a related field;

And

One year of experience that included journey level administrative and/or financial functions in customer service, public relations, and/or water conservation program administration, that included administrative functions.

Or

Associate's degree from an accredited college or university with coursework in communication, marketing, public relations, business or public administration, environmental science, or related field;

And

Two (2) years of increasingly responsible experience which included journey level administrative and/or financial functions in customer service, public relations, and/or water conservation program administration.

Or

Graduation from high school or GED / equivalent

And

Four (4) years of increasingly responsible experience which included journey level administrative functions in water conservation program administration.

Certificates:

Must obtain and maintain a valid AWWA Water Conservation Practitioner Grade 1 certificate within 18 months of appointment.

Other Skills:

Ability to speak, write, and understand Spanish to effectively communicate with Spanish-speaking members of the public is highly desirable.

NECESSARY SPECIAL REQUIREMENTS

Must be able to work flexible and extended hours including numerous nights and weekends.

Possession of a valid Class "C" California driver's license is required. 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).

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. Employee accommodation for physical or mental disabilities will be considered on a case-by-case basis.

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 accommodation for physical or mental disabilities will be considered on a case-by-case basis.

CAREER LADDER

From: Water Conservation/Public Affairs Specialist

To: Water Conservation/Public Affairs Manager

Job Description:

BOWC Approved:

Rev:

6/22/2021

6/28/2022

4/25/2023

Testing Standards: App Review/Supp App Review