

# BEAR VALLEY CSD

## JOB DESCRIPTION

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<b>JOB TITLE:</b>	<b>COMMUNICATION SPECIALIST</b>
<b>DEPARTMENT:</b>	<b>ADMINISTRATION</b>
<b>REPORTS TO:</b>	<b>GENERAL MANAGER</b>

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### **JOB SUMMARY:**

The communications specialist works under the supervision of the General Manager and serves as a key member of the administration team to promote District programs, activities and initiatives. Assists with planning, development and implementation of a strategic communications plan, to include public information campaigns, special events, promotions, utility and emergency communications.

### **SUPERVISION RECEIVED/EXERCISED:**

All duties are performed under the supervision of the General Manager. The Communication Specialist does not perform any supervision of any classification

### **ESSENTIAL FUNCTIONS STATEMENTS:**

Essential functions, as defined under the Americans with Disabilities Act, may include the following duties and responsibilities, knowledges, skills, and other characteristics. This list of duties is illustrative only, and is not a comprehensive listing of all functions and tasks performed by this position.

### **ESSENTIAL FUNCTIONS:**

The following duties are typical for this classification. Incumbents may not perform all of the listed duties and/or may be required to perform additional or different duties from those set forth below to address agency needs and changing business practices.

- Develop and execute strategic communications strategy to deliver accurate and timely information
- Identify methodologies and technologies to keep information current
- Regularly attend District Board of Directors and Committee meetings
- Act as an ambassador of the Bear Valley Community Services District
- Create content calendar; generate, edit, publish and share daily content (original text, images, video or HTML) that builds meaningful connections and encourages community involvement, knowledge and awareness
- Assist in development of proactive media outreach mechanisms, including news releases, talking points, web content/brand journalism, and overall messaging
- Actively monitor the District's online reputation
- Develop and maintain media and community relations contacts to foster a positive, informative relationship between the District and the community

- Keep informed about and help implement innovative and useful methods of communication with a focus on trends in social media and external public relations
- Perform as staff photographer and videographer. Capture, edit and utilize video and photographs of events, ceremonies and other district activities for use in all forms of media
- Serve as webmaster for District website, ensuring timely updates to content and functions
- Develop positive working relationships with representatives of community organizations, state/local agencies, District management and staff, and the public
- Develop brochures and other marketing materials. Edit flyers, pamphlets, blast email messages, and other marketing materials provided by departments
- Collaborate with District departments to achieve message and brand consistency, coordination of messages, and provide the highest standards for internal and external communications
- Serve as Public Information Officer during emergencies and crisis situations
- May assist in coordination of press conferences, public hearings, and special community meetings.
- Assist the General Manager on special projects and events

### **EDUCATION, EXPERIENCE & TRAINING:**

Any combination of education, training, and experience that would likely provide the required knowledge and abilities may be considered qualifying at the sole discretion of the Employer. A typical combination would be:

A Bachelor's degree from an accredited college or university. Two years of experience planning, developing, and/or implementing or managing public relations, community relations, marketing, or integrated communications programs. In lieu of the above, an equivalent combination of education, training, and experience that would reasonably be expected to provide job-specific competencies noted below. Basic skills testing such as writing, grammar, and math may be required.

Additionally, an in-depth knowledge and understanding of social media platforms, skill in public speaking to small or large audiences, and familiarity with HTML, Microsoft Office suite of software and Adobe Photoshop are required. Expertise in graphic design is desired.

Possession of or ability to immediately obtain a current and valid Class C California Driver's License and maintain a clean driving record.

### **KNOWLEDGE & ABILITIES**

#### ***Knowledge of:***

- Principles and practices of public relations/media relations strategy development and how it relates to positive public/media relations.
- Principles, practices, and techniques of the public information and communications fields
- Writing and editing press releases, positioning stories, informational articles, and other communications materials.
- English grammar, punctuation, spelling, and proofreading.
- Strong copywriting, editorial, and design skills.
- Strong problem-solving skills and a proactive, results-oriented approach
- Thorough understanding of the local media market and deadlines.
- Social media platforms and target audiences.
- Organizational development and efficient use of resources

- Photography and an understanding of visual standards, and working knowledge of storytelling through photos and the applications of visual standards.
- Principles and methods of website management and social media, including live video
- Competent in video editing.
- California's public records statutes and their application

***Ability to:***

- Advocate our commitment to the organization's vision, mission, and values
- Handle sensitive and confidential information with discretion as needed
- Communicate clearly and concisely both verbally and in writing
- Discuss issues and complaints with the public
- Deal courteously and effectively with others while maintaining a positive, proactive attitude
- Take complex information/policies and communicate it to stakeholders using a variety of communication channels and materials
- Think strategically to develop and execute public relations programs and provide counsel regarding the best way to communicate information.
- Establish and maintain effective working relationships, both internally and externally
- Work autonomously and within a collaborative team
- Effectively prioritize daily workload, coordinate multiple projects simultaneously, be flexible to changing priorities, and meet time-sensitive deadlines
- Maintain an active and well-rounded personal presence in social media, with a command of each network and their best practices
- Create PowerPoint presentations and speeches
- Use various types of computer software (including Microsoft Office, Publisher and advanced skills with web page editing software)
- Write and edit press releases, informational articles, and policy and procedure documents
- Demonstrate and apply creativity and innovation
- Use considerable initiative, think independently, and exercise sound judgment
- Establish and maintain effective working relations within and outside the organization
- Communicate effectively both orally and in writing, including presentations
- Remain flexible and execute given competing deadlines/interest
- Perform work in a timely and professional manner
- Remain highly motivated, self-directed, and results driven
- Maintain a flexible work schedule that includes extended hours, nights, weekends and holidays
- Other duties as assigned

**PHYSICAL DEMANDS:**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to have: hearing and speech adequate to communicate in person and by telephone; the ability to see within normal parameters with close and distance vision; the ability to sit, stand, walk, bend and reach; use of hands and fingers to operate a computer keyboard and communicate through written means; strength to lift and/or move up to 15 pounds.

**WORK ENVIRONMENT:**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The duties of this position are generally performed under work conditions found in a typical indoor office or field environment. Travel from site to site and work at out-of-office locations is required. Work week schedule requires attendance at meetings and events on evenings and occasional weekends. The noise level of the work environment is usually moderate. Occasional assignments to field environments with exposure to water, chemicals, confined work spaces, dust, dirt, electrical hazards, fumes, odors, gases, high or low temperatures, noise, poor lighting, toxic materials, air contamination, wetness and humidity and inclement weather conditions which may include extreme cold or heat and exposure to snow, rain, wind, sun, etc.

**DISASTER SERVICE WORKER:**

In accordance with Government Code Section 3100, District employees, in the event of a disaster, are considered disaster service workers and are required to report for duty and respond accordingly.

**FLSA**

This is an FLSA Non-exempt position.