

**PUBLIC RELATIONS COORDINATOR**

**MERCED IRRIGATION DISTRICT  
PUBLIC RELATIONS COORDINATOR**

Unrepresented – At Will Employee

*Submitted by staff.  
Item 3  
Pay \$67,000  
per year*

**DEFINITION:**

Under administrative direction of General Manager or his/her designee plans and conducts public relations program designed to create and maintain a favorable public image for the District. This position will be responsible for maintaining the District's reputation, maintaining and improving public relations, ensuring public education and community involvement.

**ESSENTIAL FUNCTIONS OF THE POSITION:**

Plans and directs development and communication of information designed to keep the public informed of the District's programs, positions, policies, accomplishments and point of view.

Prepares and distributes fact sheets, news releases, newsletters, posters, photographs, scripts, and other publications to media representatives and other persons who may be interested in learning about or publicizing the District's activities or message.

Serves as a liaison to the media, writing news releases, monitoring media coverage, assembling media kits, writing and designing newsletters, posters, and publications.

Researches data, creates ideas, writes copy, lays out artwork, contacts media representatives, or represents the District directly with the general public.

Maintains the District's website and other medias of communication.

Confers with staff and supports personnel to coordinate media efforts.

Purchases advertising space and time as required.

Arranges for and conducts public contract programs designed to meet the District's objectives.

Promotes goodwill through such publicity efforts such as speeches, exhibits, tours and question/answer sessions.

Represents the District during community projects, public events and social and business gatherings.

Arranges for public relations efforts to meet the needs, objectives and policies of the District.

Coordinates the generation and publication of critical newsletters, public notices and press releases.

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Coordinates communication between the General Manager or his/her designee and the general public.

Verbally represents the District as required by the General Manager or his/her designee.

Establishes good rapport and interacts with members of the management team, management staff, Board of Directors and the public.

Performs other duties as assigned.

### **QUALIFICATIONS:**

#### **Education:**

- BA degree or relevant and equivalent work experience in communications or public relations.

#### **Experience:**

- Minimum of three (3) years of increasingly responsible experience in Public Relations.
- Previous experience working with the media is a plus.
- Strong technical and presentation experience.

#### **Demonstrate The Ability To:**

- Communicate effectively both written and orally with outside agencies and the general public.
- Synthesize complex and diverse information and present to the general public and uses intuition and experience to complement data.
- Possess strong interpersonal and organizational skills and meet deadlines.
- Utilize advanced computer skills to create exceptional work product in the form of media releases, advertisements, website, etc.
- Multitask and meet several coequal comprehensive work product schedules with coequal deadlines and target deliverable dates.
- Perform a variety of responsible office technical and administrative duties that carry substantial responsibility.
- Initiate and perform detailed work with little supervision.
- Work cooperatively with others.

#### **Knowledge of:**

- Computer based media programs, including but not limited to web design and other design programs.
- Public agency divisions; public agency policies and procedures; Public Relations etiquette.

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- Business letter, media correspondence and report writing, including the use of proper English, grammar, spelling and punctuation; collecting and organizing data; superior technical and formal writing skills are essential.

### **Necessary Special Requirements:**

- Possession of the appropriate valid Driver's License from the California Department of Motor Vehicles.

**TYPICAL 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):

- Communicates orally and in writing with District management, co-workers, and the public in face-to-face, and one-to-one settings.
- Regularly uses a telephone for communications.
- Uses office equipment such as computer terminals, copiers, mailing equipment, calculators and FAX machines.
- Sits for extended periods of time.
- Hearing and vision within normal limits.

**Sitting:** Remains in a seated position for up to eight (8) hours per day

**Hands/Arms:** Operates computer for up to eight (8) hours per day

**Lifting:** Raises and lowers boxes and equipment up to twenty-five (25) pounds.

**Stooping:** Bends body downward and forward by bending at the knees or waist

**Talking:** Expresses ideas and shares information by means of spoken work in person and by telephone.

**Hearing:** Hears well enough to receive communications in person and by telephone.

**Vision:** Reads written and video messages for up to eight (8) hours per day. Operate vehicles and office equipment.

### **PHYSICAL EXAMINATION:**

Must pass a physical examination, which includes substance screening, before employment with the District.

### **SUPERVISION:**

The position receives general supervision from the General Manager and/or his/her designee.