

EXHIBIT 3-A



PUBLIC OUTREACH COORDINATOR / PUBLIC OUTREACH SPECIALIST

*Based on level of experience and qualifications, the District may hire a Public Outreach Coordinator, a senior position, or a Public Outreach Specialist, a position that perform many of the desired functions and advance to the Coordinator with additional experience at the District. 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.*

DEFINITION

Under direction of the General Manager and the Water Demand Division Manager, performs a variety of duties related to the development, preparation, and implementation of strategic internal and external communications activities to educate customers, promote community engagement, advocate for the District's mission, and increase support for the District's interests, programs, and projects. This position is an advocate for the District's mission by coordinating presentations, workshops and special events; promoting District water conservation programs; and representing the District at community events, meetings, committees, etc.

DISTINGUISHING CHARACTERISTICS

This is a single incumbent classification responsible for developing and supporting the District's community affairs efforts, including informing the public about District activities and how they benefit water customers and the environment, maintaining and improving public relations, ensuring public education, and promoting community involvement. Responsibilities include performing diverse, specialized, and complex work involving significant accountability and decision-making responsibility, as well as extensive staff, public, and organizational contact. Successful performance of the work requires skill in managing projects and coordinating assigned work with other District departments, community groups, and external agencies. An employee in this classification represents the District and its programs in a variety of community and public forums.

ESSENTIAL AND MARGINAL FUNCTION STATEMENTS

The following duties are typical 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:

Essential Functions:

1. Participate in the development and implementation of the District's short- and long-range communication frameworks; plan strategies to disseminate information to customers and the public in an effective and positive manner; design programs and materials to enhance the District's image and maximize public awareness of programs and services available.
2. Assist in the development and implementation of internal and external communications strategies, plans and programs in support of the District mission, vision and goals.

***Monterey Peninsula Water Management District
Public Outreach Coordinator (Continued)***

3. Coordinate, maintain, and manage upkeep of the District's website and social media platforms, including strategic implementation plans with organized, cohesive messaging.
4. Develop print, television, radio and web-based advertising materials; purchase advertising space and time as required.
5. Plan, arrange, and participate in tours, conferences, public hearings, meetings, exhibits, and other community-oriented events.
6. Oversee the preparation of news material and other information for distribution to the media, public, and District employees.
7. Assist in the preparation and publication of regular bulletins, newsletters, memos for internal distribution and ensure consistent branding, messaging, and style.
8. Monitor industry publications for opportunities to submit articles related to District accomplishments and projects; participate in recognition programs, and attend functions sponsored by those agencies in order to increase regional awareness of MPWMD activities.
9. Provide consultation to the General Manager, Board of Directors, and District staff on issues affecting the District's public image.
10. Initiate, develop, and maintain positive contacts with local, regional, state, and federal governments, industry associations/committees, community organizations, and media representatives in support of the District's goals and existing and future programs and services.
11. Liaise with community and industry groups by representing the District at a variety of activities, including community events, committees, special interest working groups, and conferences. Develop displays and promotional materials.
12. Prepare and maintain public education communications, publications and other media.
13. Coordinate with the Water Demand Division Manager and California American Water on joint conservation program advertising and joint website materials.
14. Assist General Manager with legislative affairs.
15. Research potential grant funding opportunities to support District programs and services; manage the grant application process and oversee the transition of funding awards to the grant administrator.

QUALIFICATIONS

Knowledge of:

- Principles and practices of communications and public relations.
- Techniques for effective communication, both written and oral, to diverse audience groups.

***Monterey Peninsula Water Management District
Public Outreach Coordinator (Continued)***

- Use and knowledge of computer software such as Word, PowerPoint, Excel, Outlook (Microsoft-based). Knowledge of Adobe Creative Suite is a plus, as well as ability to manipulate PDFs. Photoshop or other design tools is a positive.
- Proficient with major social media tools and online communications resources such as Constant Contact, MailChimp, CriticalMention, Basecamp. Understanding of video software and ability to post to YouTube Channel.
- Digital content management systems and website best practices, including using online metrics tools.
- Researching contacts to build media/contact lists for targeted pitches.
- Copywriting and copyediting.
- An eye for design and ability to work with artists and designers.
- Customer service principles and practices.
- Basic marketing and publicity techniques and principles.
- Applicable Federal, State, and local laws, regulatory codes, ordinances, and procedures relevant to assigned area of responsibility.
- Basic record keeping principles and procedures.
- English usage, spelling, vocabulary, grammar, and punctuation.

Ability To:

- Learn and share what you know.
- Present District policies, goals, and programs in an easy-to-understand manner.
- Explain technical information to diverse audiences and age groups using layman's terminology.
- Effectively represent the District programs in contact with the public, businesses, community organizations, and other government agencies.
- Obtain consensus when various parties have differing opinions.
- Operate a variety of audio-visual and automated office equipment including standard applicable software.
- Effectively use social media platforms to enhance the District's profile.
- Work collaboratively in a team environment including ability to accept constructive criticism from co-workers.
- Organize and prioritize a variety of projects and multiple tasks in an effective and timely manner; organize own work, set priorities, and meet critical time deadlines.
- Operate modern office equipment including computer equipment and specialized software applications programs.
- Use English and/or Spanish effectively to communicate in person, over the telephone, and in writing.
- Use tact, initiative, prudence, and independent judgment within general policy, procedural, and legal guidelines.
- Establish, maintain, and foster positive and effective working relationships with those contacted in the course of work.
- Sharing cool finds about media, communications, good causes, and new tools that can help improve our work.
- Ability to pass physical examination, including pre-employment assessment of safe work capacity in comparison to the essential job functions for the position.

EXPERIENCE AND TRAINING GUIDELINES — *Any combination of experience and training that*

**Monterey Peninsula Water Management District
Public Outreach Coordinator (Continued)**

would likely provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:

Experience: Three years of increasingly responsible community relations, public relations, education, or related experience. Spanish speaking a plus.

Training: Equivalent to a bachelor's degree from an accredited four-year college or university with a major in marketing, communications, journalism, or a related field. Four years of increasingly responsible community relations, public relations, education, or related experience.

LICENSE OR CERTIFICATE:

Possession of, or the ability to obtain, an appropriate, valid driver's license.

WORKING CONDITIONS

The conditions herein 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 job functions.

Environmental Conditions: Office environment, work with computers.

Physical Conditions: Essential functions may require maintaining physical condition necessary for sitting, standing and walking for prolonged periods of time; operating motorized vehicles.

Vision: See in the normal visual range with or without correction; vision sufficient to read small print, computer screens and other printed documents.

Hearing: Hear in the normal audio range with or without correction.

Department: General Managers Office

Exempt: Yes

Approved Date: September 2022