

PADRE DAM MUNICIPAL WATER DISTRICT CLASS SPECIFICATION

CLASS TITLE: Communications Coordinator

DEPARTMENT: Administration	ACCOUNTABLE TO: Communications Manager	FLSA STATUS: Exempt
SALARY RANGE:	25	
<p>CLASS SUMMARY: Under general supervision of the Communications Manager, incumbent assists in the development and management of communications that enhance the image of Padre Dam among customers and employees, in the community, with other agencies, the water and wastewater industries, elected officials and the media. Duties include: primary and secondary market research; copywriting; graphic design; web production; coordination of water conservation programs; coordination of education programs; reports, press releases and promotional materials; event planning and management; purchasing and accounts payable; acting as Padre Dam spokesperson when requested; performing related work as assigned.</p>		
<p>DISTINGUISHING CHARACTERISTICS: This is the first of a two level communications series. The Communications Coordinator is distinguished from the Communications Manager in that the Manager has full supervisory authority and full responsibility for strategic and long-term planning decisions.</p>		

DUTY NO.	ESSENTIAL DUTIES: (These duties are a representative sample; position assignments may vary.)
1.	Provides copywriting and graphic design for internal and external communications, including annual reports and publications, press releases, agenda reports, and all printed communications.
2.	Organizes, copywrites, designs, produces and manages all web-based communications.
3.	Promotes and coordinates the San Diego County Water Authority's regional water conservation programs to residential and commercial customers.
4.	Promotes the San Diego County Water Authority's educational programs and Padre Dam's tours of the Water Recycling Facility and The Water Conservation Garden, to the schools in Padre Dam's service area.
5.	Completes primary and secondary market research and analysis.
6.	Develops, markets and manages events for children and families at Santee Lakes Recreation Preserve and other Padre Dam events.
7.	Participates in the multi-agency development and management of a regional marketing plan for The Water Conservation Garden and in other multi-agency initiatives.
8.	Manages purchasing and accounts payable for the department.

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DUTY NO.	ESSENTIAL DUTIES: (These duties are a representative sample; position assignments may vary.)
9.	Provides legislative outreach for the Association of California Water Agencies.
10.	Performs other duties of a similar nature or level.

Knowledge (position requirements at entry):

- Branding, marketing, public relations, customer service and advertising principles;
- Copywriting, graphic design, desktop publishing and website production;
- Event management principles;
- Primary and secondary market research;
- Basic mathematics.

Skills (position requirements at entry):

- Strategic communications, copywriting, graphic design in print and on web;
- Preparing correspondence, press releases, reports and public education programs;
- Event marketing, sponsorship and coordination;
- Proficiency with computers, word processing, e-mail, graphic design and web production software applications;
- Public speaking and presentations;
- Accounts payable
- Necessary communication and interpersonal skills to convey and exchange information with the general public, coworkers, supervisor and Board.

Training and Experience (position requirements at entry):

Bachelor's Degree in communications, journalism or a related field and two to three years of public relations experience; or, an equivalent combination of education and experience sufficient to successfully perform the essential duties of the job as listed above.

Licensing Requirements (position requirements at entry):

- Valid California Driver's License.

Physical Requirements:

Positions in this class typically require: sitting, standing, lifting, mobility, fingering, talking, hearing, seeing and repetitive motion.

Incumbents may be subjected to travel.

Sedentary Work: Exerting up to 10 pounds of force occasionally and/or a negligible amount of force frequently or constantly to lift, carry, push, pull or otherwise move objects, including the human body.

Sedentary work involves sitting most of the time. Jobs are sedentary if walking and standing are required only occasionally and all other sedentary criteria are met.

Classification History:

Date: 4/98; 1/02; 7/04 (title change from Public Affairs Coordinator); 1/05

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