



Communications Coordinator

Department: Human Resources and Administrative Services
FLSA Status: Exempt
Salary Grade: 25

SUMMARY DESCRIPTION

Under general supervision of the Communications Manager, incumbent assists in the development and coordination of communications and outreach 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: general customer outreach, management of the Padre Dam website and social media accounts, responsible for the District's water conservation program and reporting; primary and secondary market research; copywriting; graphic design; video production, coordinates all internal communication programs; supports community outreach for the East County AWP Program; coordinates and represents the District for speakers bureau and presentations, prepares promotional materials, reports and writing materials including press releases; event planning and coordination; assisting with media relations activities; purchasing and accounts payable; and performing other related work as assigned.

ESSENTIAL DUTIES

1. Coordinates and is responsible for general customer outreach to include e-newsletters, bill inserts, and bill messages. Coordinate outreach messages with the appropriate departments. Responds to inquiries from customers and the public on District topics including, but not limited to: rates, conservation programs, water use efficiency, District events and other water related topics. Responsible for District Fact Sheets and other customer related materials.
2. Responsible for the design, development and editing of the Padre Dam website as well as the District's social media platforms.
3. Responsible for the promotion of the San Diego County Water Authority's regional water conservation programs to residential and commercial customers. Including reporting.
4. Responsible for all District internal communications, which includes the District's intranet (Stream) and department communications.
5. Responsible for the District's video production needs. This includes design, planning, production and coordinating external production as needed.
6. Assists in promoting tours of the Water Recycling Facility and East County AWP Project and educational programs. Assist in promotion of tour and education programs to the schools in Padre Dam and East County AWP service areas.

7. Represents Padre Dam positively in the community and with the media and maintains effective relationships with community stakeholders.
8. Completes primary and secondary market research and analysis, as needed
9. Assist in organizing and planning special events and activities.
10. Coordinates and plans District speaker's bureau presentations, and special events.
11. Participates in meetings held by SDCWA, ACWA, Water Reuse and other entities as necessary.
12. Acts as the workgroup's purchasing processor.
13. Assists other members of the communications team on projects and tasks as needed.
14. Performs other duties of a similar nature or level.

QUALIFICATIONS

The following generally describes the knowledge and ability required to enter the job and/or be learned within a short period of time in order to successfully perform the assigned duties.

Knowledge of:

1. Branding, marketing, public relations, customer service and advertising principles;
2. Copywriting, graphic design, desktop publishing and website design and maintenance;
3. Water Conservation;
4. Social media platforms;
5. Media Relations;
6. Event planning principles;
7. Primary and secondary market research;
8. Basic mathematics.

Skills/Abilities:

1. Strategic communications, copywriting, graphic design in print and on web;
2. Preparing correspondence, press releases, reports and public education programs;
3. Event marketing, sponsorship and coordination;
4. Proficiency with computers, Microsoft programs including word processing, e-mail, excel and graphic design and web production software application;
5. Public speaking and presentations;
6. Project planning, scheduling and management methods and techniques;
7. Accounts payable
8. Necessary communication and interpersonal skills to interact and build positive relationships with co-workers and to convey and exchange information with the public, coworkers, supervisor and Board.

Training/Experience Required:

1. Bachelor's Degree in communications, journalism or a related field and two to three year of communications/ 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:

Valid California Driver's License.

Physical Requirements:

1. Positions in this class typically require: sitting, standing, lifting, pulling, pushing, walking, mobility, fingering, talking, hearing, seeing and repetitive motion.
2. Incumbents may be subjected to travel.
3. Required to attend and participate in activities on evenings and weekends, as needed, as a representative of the District and available to respond after-hours for emergencies.
4. 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, 08/20, 06/23