

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 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: primary and secondary market research; copywriting; graphic design; web production; social media development; coordination of water conservation programs; coordination of education programs; reports, press releases and promotional materials; event planning and coordination; purchasing and accounts payable; acting as Padre Dam spokesperson when requested; performing related work as assigned.</p>		
<p>DISTINGUISHING CHARACTERISTICS: 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.	Assists in the development and implementation of assigned public education, community outreach and internal communications activities.
2.	Provides copywriting, design and development for internal and external communications, including annual reports and publications, bill inserts, press releases, fact sheets, customer e-newsletters, agenda reports, and all printed and online communications
3.	Assists in the design, development and editing of all web-based communications. This may include Padre Dam website, and Stream, as well as District social media platforms.
4.	Coordinates, organizes and plans District facilities tours, special events and Speaker's Bureau presentations.
5.	Promotes and coordinates the San Diego County Water Authority's regional water conservation programs to residential and commercial customers.
6.	Coordinates and promotes Padre Dam's tours of the Water Recycling Facility and East County AWP Demonstration Project and the San Diego County Water Authority's educational programs, to the schools in Padre Dam's service area.
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.
9.	Assist in organizing and planning special events and activities.
10.	Participates in emergency response when needed which includes reporting to the Emergency Operations Center if activated.

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DUTY NO.	ESSENTIAL DUTIES: (These duties are a representative sample; position assignments may vary.)
11.	Respond to inquiries from customers and the public on District topics including, but not limited to: rates, conservation programs, District events and other water related topics.
12.	Assist in processing of purchase orders and invoices for the Communications Department.
13.	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 design and maintenance;
- Water Conservation;
- Social media platforms;
- Media Relations;
- Event planning 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, Microsoft programs including word processing, e-mail, excel and graphic design and web production software application;
- Public speaking and presentations;
- Project planning, scheduling and management methods and techniques;
- Accounts payable
- 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 and Experience (position requirements at entry):

Bachelor's Degree in communications, journalism or a related field and two to three years 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 (position requirements at entry): Valid California Driver's License.

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Physical Requirements:

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

Incumbents may be subjected to travel.

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.

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 History⁹

Date: 4/98; 1/02; 7/04 (title change from Public Affairs Coordinator); 1/05, 08/20