



## Communications Specialist

**Department: Human Resources and Administrative Services**  
**FLSA Status: Exempt**  
**Salary Grade: 30**

### SUMMARY DESCRIPTION

Under general supervision of the Communications Manager, incumbent develops and produces 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: East County AWP Outreach Communications; East County AWP website and social media management, developing and implementing an East County AWP Education & Tour Program, Water Quality Reporting, Preparing the District's annual report and Triennial Public Health Goals Report; manages District special events, implements the District's brand strategy, responsible for compliance with long-term conservation activities and reports, prepares promotional materials, reports, and written materials including press releases; analyzing survey data; primary and secondary market research; and the performance of other duties as assigned.

### ESSENTIAL DUTIES

1. Manages, develops and maintains the East County AWP website and social media to ensure overall alignment with the JPA's vision, mission and goals. This includes designing, producing and managing all web-based communications. Develops and implements the JPA's social media strategy, policies and procedures.
2. Develops, implements and maintains an East County AWP Education & Tour Program and advises the Communications Manager of any issues. Assesses community values, concerns and opinions regarding the East County AWP program and communicates them to the Communications Manager. Uses this information to anticipate external and internal customer needs and provides communications accordingly.
3. Develops, Implements and Manages an outreach strategy for the East County AWP construction that effectively communicates the JPA's strategic Goals. Assists with other AWP Communications as needed.
4. Responsible for the District's Annual Water Quality Report and Triennial Public Health Goals Report. Other District reporting as required.
5. Develops and implements Annual Report for the District. This includes collaboration with all departments to collect and compile information to ensure accurate reporting.

6. Responsible for planning and management of special events for the District and the JPA.
7. Manages District compliance with long-term conservation State goals and ensures reporting is completed. Develops goals and programs needed to meet State goals and compliance. Collaborates with communications team on water efficiency programs.
8. Participates in emergency response when needed which includes reporting to the Emergency Operations Center if activated.
9. Represents Padre Dam positivity in the community and with the media and maintains effective relationships with community stakeholders.
10. Actively participates in and promotes the use of the Pipeline, including Basin, Laterals & Stream.
11. Completes primary and secondary market research and analysis, as needed.
12. Participates in meetings held by SDCWA, ACWA, Water Reuse and other entities as needed.
13. Develops implements and analyzes customer survey data.
14. Assists other members of the communications team on projects and tasks as needed.
15. Completes special projects as needed.
16. 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 principles and techniques;
3. Primary and secondary market research;
4. Event management principles;
5. Basic Mathematics.

### **Skills/Abilities:**

1. Brand development and management, including strategy, identity and communications;
2. Creative direction of communications, including campaign development, copywriting and design;
3. Preparing and presenting correspondence, press releases, reports and public education programs;
4. Event marketing, and coordination;
5. Proficiency with computers, word processing, e-mail, graphic design and web production software applications;
6. Public speaking and presentations;
7. Water use efficiency practices;
8. Necessary communication and interpersonal skills to convey and exchange information with the general public, coworkers, supervisor and Board.

### **Training/Experience Required:**

1. Bachelor's Degree in Communications, Journalism, or a related field and 3-5 years of progressively responsible public relations experience or, an equivalent combination of education and experience sufficient to successfully perform the essential duties of the job such as those listed above.

**Licensing Requirements:**

1. Valid California Driver's License.

**Safety Priorities:**

1. Knowledge of general office and field safety,
2. Proper reporting of safety violations, accidents and injuries.
3. Completes required and assigned safety and training assignments in a timely manner.
4. Understands proper lifting techniques.
5. Has the ability to work in a safe and efficient manner.

**Physical Requirements:**

1. Positions in this class typically require: sitting, standing, lifting, mobility, talking, hearing, seeing and repetitive motion.
2. Incumbents may be subjected to travel.
3. 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: 10/11, 04/18, Title Change & Revisions 06/23