

CITRUS HEIGHTS WATER DISTRICT

PUBLIC AFFAIRS ANALYST

DEFINITION

To perform professional, administrative, and technical duties in the development, administration and implementation of District communications and public engagement, including public information, community outreach, education, marketing and communications programs; and to provide professional level support to management.

DISTINGUISHING CHARACTERISTICS

This is the journey level position in the Public Affairs series. Employees at this level receive only occasional instruction or assistance as new or unusual situations arise and are fully aware of the operating procedures and policies of the work unit.

This class is distinguished from the Senior Public Affairs Analyst in that the latter performs more difficult and complex duties of the unit.

SUPERVISION RECEIVED AND EXERCISED

Receives operational direction from the General Manager or designee, and/or Principal Public Affairs Analyst.

EXAMPLES OF ESSENTIAL DUTIES - Duties may include, but are not limited to, the following:

Provide responsible professional and technical assistance in the development, administration, and implementation of District public affairs programs; assist in formulating program policy, goals and procedures; collect and compile relevant data supporting recommendations.

Assist in the development of new program elements and program modifications as necessary to meet goals and objectives; monitor and coordinate the daily operation of assigned program areas; perform analytical work and maintain appropriate records and statistics.

Provide highly responsible analytical staff assistance including conducting specific and comprehensive analyses of a wide range of District policies involving public engagement, public information and events, community outreach, education, marketing, and communication programs.

Provide professional and technical assistance in the development of newsletters, District brochures, event flyers, inserts, public display materials, and website and social media public engagement and information.

Conduct special studies including research and analysis of complex and sensitive information; develop and implement recommendations and alternative solutions.

Respond to complaints and requests for information from the public and District staff; research information and determine appropriate resolutions; manage, and coordinate special projects, tasks and programs as assigned.

Participate in public engagement and education activities and events; represent the District at various public events, visits, meetings, and water education classes.

Assist in the preparation of the budget; make budget recommendations relative to assigned program areas of responsibility; coordinate and compile budget recommendations prepared by other staff; research past expenditures; project future expenditures.

Provide General Manager or designated staff with support related to state and federal legislative advocacy on regional issues including surveys, studies, and related functions.

Operate a department-assigned vehicle to travel to designated offsite locations and community events.

Maintain a physical presence in the office which is necessary to perform essential tasks.

Build and maintain positive working relationships with co-workers, other District employees, and the public, using principles of good public service.

Foster an environment that embraces diversity, integrity, trust, and respect.

Be an integral team player, which involves flexibility, cooperation, and communication.

Perform related duties as assigned.

MINIMUM QUALIFICATIONS

Knowledge of:

Principles and practices of activities, services, and operations of communication and public engagement programs.

Principles and techniques used in the development and dissemination of communication programs for internal and external audiences.

Current communication sources, including newspapers, radio, television, internet, newsletters, direct-mail flyers, bill inserts, and various social media platforms.

Principles and practices of analysis and evaluation of programs, policies, and operational needs.

Methods and techniques of statistical and fiscal analysis, budget development and monitoring, and report writing.

Techniques and principles of effective oral and written communication including presentations, informational publications, business letters, reports, bulletins, and other materials.

Ability to use various computer/technology programs and applications; and facilitate virtual meetings and events.

Ability to occasionally work outdoors on uneven terrain

Pertinent local, state, and federal laws, codes, and ordinances.

District functions, policies, rules and regulations.

Office procedures, methods, and equipment including computers and applicable software applications such as word processing, spreadsheets, desktop publishing, graphics and databases.

Principles, methods and practices of work safety.

Principles and practices of public service.

Ability to:

Organize, plan, schedule and implement communication and public engagement programs; conduct analytical and administrative projects related to area of assignment.

On a continuous basis, know and understand all aspects of the job; intermittently analyze work papers, reports and special projects; identify and interpret technical and numerical information; observe and problem solve operational and technical policy and procedures.

On a continuous basis sit at desk for long periods of time; intermittently twist to reach equipment surrounding desk; perform simple grasping and fine manipulation; use telephone and write or use a keyboard to communicate through written means; and lift or carry weight of 50 pounds or less.

Understand the organization and operation of the District and of outside agencies as necessary to assume assigned responsibilities.

Maintain confidentiality as necessary.

Interpret and apply administrative, departmental, federal, state and local policies, laws and regulations.

Perform a wide variety of analytical duties with little or minimal supervision; analyze situations accurately and develop effective courses of action.

Effectively administer assigned programmatic responsibilities; prepare complex reports; prepare and administer a program budget; evaluate and develop procedures and policies.

Exercise initiative and independent, astute judgment in sensitive situations; interview, investigate, problem solve, and negotiate.

Use sound judgment in recognizing scope of authority.

Operate and use modern office equipment including computers and applicable software.

Maintain regular attendance and adhere to prescribed work schedule to conduct job responsibilities. Must be available to work flexible hours for special events and meetings, including evenings and weekends.

Utilize appropriate safety procedures and practices for assigned duties.

Maintain confidentiality as necessary.

Establish and maintain effective working relationships with those contacted in the course of work.

Work with various cultural and ethnic groups in a tactful and effective manner.

Communicate clearly and concisely, both verbally and in writing.

Experience and Training

Any combination of experience and training that would provide the required knowledge and abilities is qualifying. A typical way to obtain the required knowledge and abilities would be:

Experience:

Two years of increasingly responsible experience in public relations or public affairs, preferably in a utility or similar government setting.

Training:

Equivalent to a Bachelor's degree from an accredited college or university with major course work in Public Relations, Communications, Journalism, Public Administration, or a related field.

License and Certificate

Possession of a valid California Class C Driver License may be required at the time of appointment. Failure to obtain or maintain such required license(s) may be cause for disciplinary action. Individuals who do not meet this requirement due to a physical disability will be considered for accommodation on a case-by-case basis.

Possession and proof of a good driving record free from multiple or serious traffic violations or accidents for at least two (2) years duration is required. The driving record shall not contribute to an increase in the District's automobile insurance rates.

FLSA: Non-Exempt