

JOB DESCRIPTION

Job Title	Communications and Media Coordinator	Supervisor	Public Affairs & Communications Manager
Department	Resource Conservation & Public Outreach	Class Group	Office Unit
Division	Public Outreach	Salary Grade	52
Section	Resource Conservation & Public Outreach -Public Information	FLSA Status	Non-Exempt

This job description is intended to describe the general nature and level of work being performed by people assigned to this job. The description is not intended to be an exhaustive list of responsibilities, duties and skills required for this position.

BASIC JOB SUMMARY

Under general supervision of the Public Affairs & Communications Manager, the Communications and Media Coordinator plans, coordinates and implements several of the public information, community outreach, and supports educational programs aimed at developing understanding and support for District policies and initiatives. The Communications and Media Coordinator maintains the content and design of the District's web site and social media outlets, provides graphic design services for the District and coordinates purchased media placements. The Communications and Media Coordinator applies a working level knowledge of community relations practices and independent judgment in coordinating established programs and developing new initiative responsive to customer needs.

ESSENTIAL DUTIES

Duty 1

Designs and produces graphics for all District outreach efforts including publications, displays, handouts, reports, presentations, and newspaper advertisements; uses a variety of graphic and page layout computer applications; prepares finished artwork in print or electronic formats, suitable for publication.

Duty 2

Prepares and develops printing specifications; assists with selection of vendors; coordinates publications details with vendors; verifies and approves pre-print versions prior to printing.

Duty 3

Acts as District web page coordinator; designs and maintains web pages; integrates information from all departments; codes information for web page in HTML or other formats as needed; ensures consistency and relevancy of content and format; ensures web site is publicized on search engines and resource lists; reviews other web sites for ideas and linkage opportunities; creates templates for submission of District information; creates and documents style templates, coordinates the District's presence in social media and broadcast e-mail communications to the public.

Duty 4

Monitors incoming electronic messages and distributes to appropriate party as needed; tracks information to ensure a response; provides information to the sender.

Duty 5

Coordinates web-based programming with Information Systems staff and outside vendors when required.

Duty 6

Coordinates logistical and graphic support for school and adult education programs, Water Leadership Forums, Water Awareness Month Activities, open houses, public facility tours, and other community outreach activities; coordinates activities with District staff, other public agencies and private companies.

Duty 7

Conducts District facility tours for groups, schools, individuals and commercial interests such as film location scouts; assures tours are targeted to interest an information level of audience; provides information regarding water and wastewater services; coordinates staff support and secures expert participation for technical tours.

Duty 8

Works with MWD staff and District Board Members to coordinate District participation in MWD Director's Inspection Trips of the Colorado River Aqueduct and State Water Project; accompanies participants on tours to provide District perspective. Includes assembling the roster of guests, all communications with participants and post-tour follow-up.

QUALIFICATIONS

DEMONSTRATED KNOWLEDGE OF AND PERFORMANCE IN THE FOLLOWING AREAS:

- ◀ Working principles and practices of communications, public relations, community outreach and customer service;
- ◀ Graphic design and print production principles and practices;
- ◀ Project management, program organization and event planning;
- ◀ Understanding of Internet technology;
- ◀ Graphics and page lay-out programs including web publishing;
- ◀ Advanced computer skills in communications and graphic software (eg: Adobe CS, InDesign, Photoshop, Illustrator, PowerPoint & web page programs).
- ◀ Web site file management, image editing and social media communications;
- ◀ Familiarity with File Transfer Protocol (FTP), CGI Gateways, and TCP/IP networks;

ABILITY TO:

- ◀ Design and format a variety of publications, provide creative input;
- ◀ Coordinate the efforts of multi-disciplinary teams;
- ◀ Organize and conduct tours for all groups, organizations and individuals;
- ◀ Learn and apply graphic and web computer applications and technologies;
- ◀ Coordinate multiple, complex responsibilities and remain calm and productive in a highly-charged environment while working against deadlines;
- ◀ Apply interpersonal skills in a complex, visible role within the District and the community;
- ◀ Translate complex and sensitive issues into lay terms;
- ◀ Make public presentations;
- ◀ Establish and nurture cooperative relationships with local officials, constituents, co-workers and other industry professionals.
- ◀ Work flexible hours that may include nights, weekends and occasional overnight travel.
- ◀ Research and select appropriate specialty, promotional and commemorative items.
- ◀ Maintain an accurate inventory of promotional items and printed materials.

PHYSICAL AND SENSORY REQUIREMENTS:

- ◀ Sufficient eyesight to read databases and text on computer terminal screens;
- ◀ Ability to speak and hear at normal conversation levels in person and over the phone;

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- ◀ Manual dexterity to use calculators, computer terminals and to write legibly;
- ◀ Ability to reach, bend or stoop in order to use files and records, and set up displays;
- ◀ Travel to various events.

TRAINING AND EXPERIENCE GUIDELINES:

Any combination of training and experience, which demonstrates attainment of the required knowledge and ability to perform the required work (with reasonable accommodation, if needed), typically:

EDUCATION: College level course work in communications, public relations, graphic design or related fields.

EXPERIENCE: Three (3) years of experience in graphic design and publication production using current computer applications and knowledge of web tools and design. Experience working in public or community relations is desirable.

REQUIRED CERTIFICATIONS, LICENSES, AND REGISTRATIONS:

A valid California class C driver's license must be maintained at all times.

DESIRED CERTIFICATIONS, LICENSES, AND REGISTRATIONS: