

Mt. View Sanitary District

JOB TITLE: Public Outreach Coordinator

**FLSA: EXEMPT
OCTOBER 2023**

PUBLIC OUTREACH COORDINATOR

DEFINITION

Under general direction, plans, organizes, oversees, coordinates, and participates in Mt. View Sanitary District public information and public outreach messaging and events related to the District's environmental programs, natural resources, wastewater programs, facility projects, special events, or other interests and administers the District's websites, social media platforms, and information technology (IT) systems and their security. The Public Outreach Coordinator serves as a public information liaison between the District and the general public; addresses and resolves project issues, defines strategies and plans for project communication, represents the District in public forums, inter-agency groups, and committees, and community meetings; tracks and communicates regulatory changes and recommends changes to District programs as needed, collects and evaluates data and reports on program/project/event effectiveness.

SUPERVISION RECEIVED AND EXERCISED

General direction is provided by the Deputy General Manager. This position exercises no direct supervision over staff but does exercise project management oversight.

CLASS CHARACTERISTICS

This single-position class is characterized by professional public information and outreach responsibilities, including researching, developing, coordinating, and implementing environmental and wastewater programs and projects within the District. Responsibilities include using independent judgement in identifying outreach needs and developing approach or techniques, developing messages and materials, coordinating and implementing various outreach forms, collecting data, evaluating program effectiveness, and report writing.

EXAMPLES OF TYPICAL JOB FUNCTIONS (Illustrative Only)

- Research objectives, policies, or needs of the District, monitor current trends and regulations to identify needs, conduct field observation and data collection and participate in the development of public relations strategies that will influence public opinion or promote ideas, products, or services.
- Conduct observations and/or data collection to recommend changes to existing District programs (such as the Sewer System Master Plan (SSMP) required outreach, Fats, Oils, and Grease (FOG), Private Sewer Lateral (PSL) Program, Dental Amalgam, reporting of sewer emergencies, Pollution Prevention and Pretreatment, or similar initiatives), or the development of new programs, from a communication and outreach perspective, to ensure District alignment with public interest and need.

- Oversee District Information Technology (IT) contract to ensure the District's technology needs are met and all technology systems meet cyber security protocols, as appropriate.
- Prepare correspondence, forms, informational and educational materials, graphic design, and specialized documents from drafts, notes, brief instructions, or corrected copy.
- Prepare a variety of technical, statistical, and administrative reports related to District programs and maintain accurate files, databases, and records.
- Participate in inter-agency groups or committees such as Bay Area Clean Water Agencies (BACWA) and Bay Area Pollution Prevention Group (BAPPG) to stay abreast of new developments and participate in regional efforts.
- Design, develop, and produce of a wide variety of printed and visual media materials including newsletters, brochures, flyers, posters, presentations, displays, annual reports, signage, and promotional pieces; oversee and coordinate projects that are outsourced.
- Provide support to District departments through project management by recommending strategies, identifying project needs, identifying resources, overseeing project implementation, maintaining budget, adhering to deadlines, and reporting on project effectiveness.
- Represent the District through participation in public appearances, special events, contests, or exhibits to increase program or service awareness and further public relations objectives.
- Coordinate outreach to the local businesses and organizations, such as the Chamber of Commerce, community service groups, and local schools.
- Oversee the District's social media platforms and websites (internet and intranet), identify needs, create and publish content, monitor site content and performance, and report analytics.
- Research fundraising opportunities for the Mt. Diablo Wetlands Fund, a non-profit supporting environmental education programs, prepare and submit grant applications as appropriate, and monitor grant related expenditures.
- Coordinate with staff to obtain District Newsletter content, develop Newsletter content, organize all content and design layout for Newsletter publication.
- Plan, arrange, and participate in District facility tours, educational events, and other community-oriented events.
- Build and maintain cooperative working relationships with other District employees, public agency representatives, community representatives, public interest groups, or the general public and demonstrate positive customer service and communication skills.
- Work with District departments, community service providers, public agencies, and consultants in program/project development and coordination efforts, as well as legislative advocacy and education.
- Coordinate public responses to incidents or conflicts for the General Manager or Department Heads and assist with customer support.
- Standardize procedures and methods, develop Standard Operating Procedures (SOPs), and continuously monitor assigned programs and communicate opportunities for improvement.
- Coordinate the District's Community Advisory Group.
- Oversee the Wetlands Field Trip and Classroom Programs; manage contract; work with educational partners to ensure the program curriculum is kept aligned with educational

standards, outreach efforts are effective, feedback from schools remains positive, and ensure District resources are available and appropriately clean and functional.

- Contribute to the District's continuous improvement and strategic planning efforts.
- Perform other duties as assigned.

QUALIFICATIONS

Knowledge of:

- Methods of planning and implementing an effective public outreach marketing program.
- Methods and techniques used in planning and marketing events, programs, projects, and services.
- Principles and methods for showing and promoting services.
- Techniques for the effective development and dissemination of educational, informational, marketing, and media materials.
- Applicable laws, codes, and regulations.
- Computer applications related to the work, including word processing, spreadsheet, and database applications, graphics, web, movie, etc.
- Techniques for providing a high level of customer service to the public and District, in person, in writing, and over the telephone.
- Structure and content of the English language, including the meaning and spelling of words, rules of composition, and grammar.

Ability to:

- Work effectively in a team-based organization focused on continuous improvement.
- Establish and maintain a positive customer service attitude, and effective working relationships with customers, both internal and external.
- Demonstrate strong two-way communication skills, including the ability to listen, explain, and facilitate, and the ability to ask for input and offer help without being asked.
- Accept suggestions, work with others to solve problems, and provide recognition and encouragement.
- Develop creative and effective educational, informational, and media projects and materials to market and improve the District's environmental and wastewater programs and natural resources.
- Develop and implement goals, objectives, work standards, and internal controls for programs.
- Evaluate and recommend improvements in District programs.
- Prepare, interpret, explain, and administer relevant laws, codes, regulations, policies, and procedures.
- Prepare clear and concise reports, correspondence, policies, procedures, and other written materials.
- Use tact, initiative, prudence, and independent judgment within general policy, procedural, and legal guidelines.
- Operate office equipment including computer equipment, software programs, and audio-visual equipment.

- Work in a team atmosphere and be self-motivated.
- Identify problems, review related information to develop and evaluate options, and implement solutions.
- Manage one's own time and be respectful of that of others, multitask, and meet deadlines.
- Establish, maintain, and foster positive and effective working relationships with those contacted in the course of work; actively support and implement the District's cultural values.
- Work occasional evenings and weekends.

Education and Experience:

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

- Graduation from a four (4) year college or university with major course work in communications, public administration, marketing, environmental studies, or other field related to the work.
- Three (3) years of progressively responsible experience in public outreach, public affairs, environmental compliance, environmental stewardship, or a related field with a public agency or a private company.

License and Certifications:

- Must possess a valid California Class C driver's license. Must continue to meet all the provisions of the District to be insured with the terms and conditions of the District's insurance program as a condition of employment.

PHYSICAL DEMANDS

Must possess mobility to work in a standard office setting and use standard office equipment, including a computer; strength, stamina, and mobility to work in the field, including natural environmental settings with uneven ground; operate a motor vehicle to visit various District and meeting sites; vision to read printed materials and a computer screen; hearing and speech to communicate in person, before groups, and over the telephone. This position involves periods of sedentary office work with occasional periods of walking, bending, stooping, kneeling, reaching, pushing, and pulling. This position may lift or move supplies, equipment, or furniture up to 25 pounds.

ENVIRONMENTAL ELEMENTS

This position works primarily in an office environment with moderate noise levels, controlled temperature conditions, and no direct exposure to hazardous physical substances, but occasionally works in outdoor settings and may be exposed to loud noise levels, odors, and fumes. This position may interact with upset staff and/or public and private representatives in interpreting and enforcing departmental policies and procedures.

Other Requirements:

Employees of Mt. View Sanitary District are, by State and Federal law, Disaster Service Workers. In the event of a declaration of emergency, any employee may be assigned activities which promote the protection of public health and safety or the preservation of lives and property either at the District or within the local area, or their own community.