
Castro Valley Sanitary District

POLICIES AND PROCEDURES MANUAL

POLICY TITLE: Job Description – Public Outreach Specialist
POLICY NUMBER: 2398

2398.1 Definition. Under general supervision or direction of the Business Services Supervisor, serves as a public information liaison between Castro Valley Sanitary District (CVSan) and the general public; addresses and resolves project issues, defines strategies and plans for project communication, and leads various public information efforts. Responsible for planning CVSan project events and public outreach meetings, implementation of the Wastewater and Zero Waste programs; performs related work as assigned.

2398.2 Supervision Received and Exercised. Direct supervision is provided by the Business Services Supervisor. General direction is given by the General Manager. Direct supervision may be provided to contractual or office administrative support staff including interns and/or volunteers.

2398.3 Class Characteristics. This class is characterized by professional public outreach responsibilities including coordinating and operating programs within CVSan. Responsibilities include media relations, person to person outreach, and traditional marketing techniques.

2398.4 Essential Job Functions:

2398.4.1 Prepare correspondence, forms, media, informational and educational materials, graphic design, and specialized documents from drafts, notes, brief instructions, or corrected copy.

2398.4.2 Direct and participate in the development and dissemination of educational and informational materials.

2398.4.3 Participate in and oversee the development of special events to inform the public of and market CVSan activities.

2398.4.4 Respond to requests for information from the media.

2398.4.5 Establish or maintain cooperative relationships with representatives of community, consumer, employee, or public interest groups.

2398.4.6 Study the objectives, promotional policies, or needs of organizations to develop public relations strategies that will influence public opinion or promote ideas, products, or services.

2398.4.7 Arrange public appearances, lectures, contests, or exhibits to increase product or service awareness.

2398.4.8 Coordinate public responses to incidents or conflicts for the General Manager or Department Heads and assist with customer support.

2398.4.9 Coordinate Engineering project and program outreach for construction projects, including research, design, building, and operation.

2398.4.10 Coordinate Wastewater outreach programs such as Sewer System Master Plan (SSMP) required outreach, Fats, Oils, and Grease (FOG), Private Sewer Lateral (PSL) Program, Dental Amalgam, Call Us first, flushable wipes, or similar initiatives.

2398.4.11 Prepare or deliver speeches to further public relations objectives.

2398.4.12 Act as Chair of CVSan's Wonderful Outstanding Works (WOW) Committee.

2398.4.13 Act as lead on the CVSan Community Advisory Committee.

2398.4.14 Act as lead on the CVSan's Communications Committee.

2398.5 Essential Cognitive Job Functions:

2398.5.1 Ability to comprehend and follow instructions:

2398.5.1.1 Ability to maintain attention and concentration for necessary periods.

2398.5.1.2 Ability to understand written or oral instructions.

2398.5.1.3 Ability to do work requiring set limits, tolerances, or standards.

2398.5.2 Ability to perform simple and repetitive tasks:

2398.5.2.1 Ability to ask appropriate questions and request assistance.

2398.5.2.2 Ability to perform activities of a routine and applicable nature.

2398.5.2.3 Ability to remember locations and work procedures.

2398.5.3 Ability to maintain a work pace appropriate to a given workload:

2398.5.3.1 Ability to perform activities within a schedule, maintains regular attendance, and be punctual.

2398.5.3.2 Ability to complete a normal work day and/or work week and perform at a consistent pace.

2398.5.4 Ability to perform complex and varied tasks:

2398.5.4.1 Ability to synthesize, coordinate, and analyze data.

2398.5.4.2 Ability to perform jobs requiring precise attainment of limits, tolerances, or standards.

2398.5.4.3 Ability to perform a variety of duties, often changing from one task to another of a different nature without loss of efficiency or composure.

2398.5.5 Ability to relate to other people beyond giving and receiving instructions:

2398.5.1 Ability to get along with co-workers and peers.

2398.5.2 Ability to perform work activities requiring negotiating with, explaining, or persuading.

2398.5.3 Ability to respond appropriately to evaluation or criticism.

2398.5.6 Ability to influence people:

2398.5.6.1 Ability to convince or direct others.

2398.5.6.2 Ability to understand the meaning of words and to use them appropriately and effectively.

2398.5.6.3 Ability to interact appropriately with people.

2398.5.7 Ability to make generalizations, evaluations, or decisions without immediate supervision:

2398.5.7.1 Ability to recognize potential hazards and follow appropriate precautions.

2398.5.7.2 Ability to understand and remember detailed instructions.

2398.5.7.3 Ability to make independent decisions or judgments based on appropriate information.

2398.5.7.4 Ability to set realistic goals or make plans independently of others.

2398.5.8 Ability to accept and carry out responsibility for direction, control, and planning:

2398.5.8.1 Ability to set realistic goals or make plans independently of others.

2398.5.8.2 Ability to negotiate with, instruct, and supervise people.

2398.5.8.3 Ability to respond appropriately to changes in work conditions.

2398.6 Non-Essential Job Functions.

2398.6.1 Plan or conduct market or public opinion research to test products or determine potential for product success, communicate results to the client, or management.

2398.6.2 Develop marketing campaigns for CVSsan services.

2398.7 Qualifications. Knowledge of:

2398.7.1 Methods of planning and implementing an effective public outreach marketing program.

2398.7.2 Methods and techniques used in planning and marketing events, programs, and services.

2398.7.3 Principles and practices of wastewater collection, treatment and disposal as well as solid waste collection, waste prevention, organics, recycling, and disposal.

2398.7.4 Principles and methods for showing and promoting services.

2398.7.5 Techniques for the effective development and dissemination of educational, informational, marketing, and media materials.

2398.7.6 Applicable laws, codes, and regulations.

2398.7.7 Computer applications related to the work, including word processing, spreadsheet, and database applications, graphics, web, movie, etc.

2397.7.8 Techniques for providing a high level of customer service to public and CVSan staff, in person and over the telephone.

2397.7.9 Knowledge of the structure and content of the English language including the meaning and spelling of words, rules of composition, and grammar.

2398.8 Skill to:

2398.8.1 Develop creative and effective educational, informational, and media projects and materials to market and improve CVSan's solid waste and wastewater programs.

2398.8.2 Develop and implement goals, objectives, work standards, and internal controls for the program.

2398.8.3 Prepare, interpret, explain, and administer complex laws, codes, regulations, policies, and procedures.

2398.8.4 Prepare clear and concise reports, correspondence, policies, procedures, and other written materials.

2398.8.5 Use tact, initiative, prudence, and independent judgment within general policy, procedural, and legal guidelines.

2398.8.6 Use English effectively to communicate in person, over the telephone, and in writing.

2398.8.7 Operate office equipment including computer equipment, software programs, and audio-visual equipment.

2398.8.8 Work in a team atmosphere and participate in a variety of CVSan-wide committees to enhance the provision of all CVSan services.

2398.8.9 Establish and maintain effective working relationships with those contacted in the course of the work.

2398.8.10 Speak in public and engage the audience including active listening.

2398.8.11 Manage one's own time and that of others.

2398.8.12 Identify complex problems, review related information to develop and evaluate options, and implement solutions.

2398.9 Education and Experience. Graduation from a four (4) year college or university with major course work in journalism, communications, public administration, planning, marketing, political science, or a field related to the work and three (3) years of progressively responsible experience in public outreach, public affairs, or a related field with a public agency or private company.

2398.10 Interpersonal Effectiveness. Ability to work effectively in a team-based organization focused on continuous improvement; ability to establish and maintain a positive customer service attitude, and effective working relationships with customers; demonstration of strong two-way communication skills, including the ability to listen, explain, and facilitate, and ability to ask for input, offer help without being asked; accept suggestions, work with others to solve problems, and provide recognition and encouragement.

2398.11 License and Certification. Must possess a valid California Class C driver's license and have a satisfactory driving record. Must possess or obtain Cardiopulmonary Resuscitation, AED, and First Aid certificates within a time period specified by CVSan. Must register with the Department of Justice Livescan fingerprinting program.

2398.12 Other Requirements. Willingness and ability to work scheduled and additional overtime as needed; attend meetings, conferences, trainings, workshops, and seminars during work and non-work hours as assigned.

2398.13 Physical Requirements. Be able to possess mobility to work in a standard office setting and to operate standard office equipment, including a computer and calculator; interpret printed materials and a computer screen; communicate with people in person and over the telephone. Maintain static postures for extended periods of time, frequent repetitive use of hands and arms including grasping; occasionally bend, stoop, stretch and reach; have strength and stamina to safely transport up to thirty (30) pounds.

2398.14 Work Environment. Works indoors in a climate controlled office environment working around computer monitors; however, there may be occasional outdoor exposure to inclement weather conditions, noise, dust, fumes, odors, heavy equipment and hazardous materials; works with or around others, or alone.

This description reflects CVSan's assignment of essential functions, it does not proscribe or restrict the tasks that may be assigned.

Employee Signature

Date

Employer Signature

Date

***** END OF POLICY *****