

Title: **PUBLIC AFFAIRS REPRESENTATIVE**

Salary Code: Band D
Effective Date: 01/01/13
FLSA Designation: Exempt

GENERAL DESCRIPTION

Under general direction of the General Manager, performs a variety of duties relative to a comprehensive community and public relations program which include the preparation of brochures, newsletters, press releases, and other material; participation in outreach activities including tours and special events, and compiling and maintaining varied information. This is an unclassified position in which the incumbent serves at the discretion of the General Manager.

EXAMPLES OF WORK PERFORMED

The information listed below is meant to serve as samples of the job duties and responsibilities for positions in this classification. This list is neither inclusive nor exclusive, but indicative of several types of duties performed.

1. Participates in public education and community relations activities including the preparation of materials such as landowner and water user notices, newsletters, annual reports, informational materials, speeches, and feature articles; and maintains current mailing lists.
2. Represents the District with the media, general public, and other agencies; responds to questions and concerns about District activities or positions; and fulfills requests for information.
3. Conducts and coordinates tours of facilities and presentations at trade shows, classrooms, and before community interest groups, professional associations, and the general public.
4. Writes, edits, and distributes news releases, columns, and letters as directed, and edits written materials from other departments as requested.
5. Gathers and compiles information through research or personal interviews.
6. Develops material for inclusion in media kits or presentations to varied audiences.
7. Performs other duties as assigned.

CLASSIFICATION REQUIREMENTS

Education and Experience: Any combination of equivalent education and experience that has led to the acquisition of the knowledge required by the position. A typical way of acquiring the knowledge would be:

A bachelor's degree in Marketing, Public Relations, Journalism, Business Administration or a closely related field, **and** experience in public affairs which required extensive written and oral communication.

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Knowledge of:

- Operations and functions of local media, such as newspaper, radio, and television.
- Effective methods of preparation and presentation of facts and information for and to the public and the media, including formatting of materials for publications and news releases.
- Principles, theories, and techniques of journalism, expository writing, editing, and public speaking.
- Principles, theories, and applications of design, reproduction, printing processes, and layout techniques.
- Principles and practices of public and community relations.
- Issues affecting agriculture, water, and governmental affairs.
- Desktop publishing and word processing software.
- Filing, indexing, and cross-referencing methods and techniques.

WORKING CONDITIONS

- Light lifting up to 30 pounds.

STANDARD REQUIREMENTS

- Possession of a valid Class C California Driver's License with a driving record acceptable to the District's automobile insurance provider is required.