



Tuolumne Utilities District
Job Description
CUSTOMER/PUBLIC RELATIONS

POSITION:	Customer/Public Relations	DEPARTMENT:	General Manager
REPORTS TO:	General Manager	FLSA Status:	Non-Exempt
PAY RANGE:	44	DATE PREPARED:	May 2015
INCUMBENT:			

General Description:

Under direct supervision of the General Manager, organizes, directs, and reviews community outreach, public information and education programs; coordinates assigned activities with other departments, outside agencies and organizations; and provides highly responsible and complex support to the General Manager and other departments as needed.

Essential Functions: - *Essential responsibilities and duties may include, but are not limited to, the following:*

- Builds and promotes positive working relationships with customers, the public, local and state and federal organizations and agencies, and District staff through principles and practices of excellent communication and customer service.
- Responsible for District marketing communications including content development and production for print and online (web, email, On Tap newsletter), community campaigns, marketing/branding and advertising.
- Responds to emergency situations, public inquiries regarding the District and difficult customer complaints.
- Represents the District to outside groups and organizations; participates in outside community and professional groups and committees; provide technical assistance as necessary.
- Maintain positive media relationships, including preparing and distributing news releases as needed.
- Maintains and promotes positive customer relations.
- Plans, develops and maintains a water conservation program. This includes all the program materials necessary to education and promotes water efficiency to customers and the community.
- Assists the General Manager and management with special projects, studies and grants.
- Assists in the development of talking points and corresponding visuals (PowerPoint presentations and video) for the General Manager and maintain an organized repository easily accessible to staff for broader distribution.
- In the absence of the Executive Secretary, serves as District Secretary at board or committee meetings, prepares and distributes all required documents and performs administrative functions for members of the Board.
- Assists with updating and distribution of the Emergency Response Plan, and acts as the Deputy Public Information Officer (PIO) according to the plan.

- Evaluates and recommends revisions to the District's Water and Wastewater Rules and Regulations and other policies.
- Assists the Customer Service Supervisor when needed to handle difficult customer complaints or issues and resolves problems.
- Compiles, updates and maintains computer database files and utilizes the information to assist in the preparation of reports and customer notifications.
- Performs other duties as required.

Qualification Requirements:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Knowledge of:

- Project management and organizational skills.
- Training or experience in crisis communications and/or as a public information officer.
- Excellent written and verbal communication skills.
- Principles of effective customer service and relations.
- Computer applications using a Windows Operating System with Microsoft Office software, including Word and Excel.
- Knowledge of HTML formatting and web based programs such as WordPress or other programs to keep the district's website current.
- Business math and statistical techniques.
- Work-related planning, assigning, training, review and evaluation of programs.
- Office administrative practices and procedures. Advanced skills in preparing correspondence and reports.
- District Water and Wastewater Rules and Regulations and other policies.
- Legal requirements and procedures for conducting and governing Board meetings, posting of Board notices, and maintenance of official Board records.
- General office methods, including filing systems, document preparation, and the operation of office equipment.
- Correct application and usage of the English language, including spelling, grammar and punctuation.
- Safe work practices.

Ability to:

- Understand, interpret, apply and explain complex District rules regarding water and wastewater.
- Analyze customer problems, evaluate alternatives and develop sound conclusions and recommendations.
- Prepare clear, accurate and concise correspondence, records and reports.
- Use tact, discretion and diplomacy in dealing with sensitive situations and concerned people

Other Requirements:

Education/Certification:

- High school diploma or general education degree (GED)
- Must possess a valid California driver's license, have a satisfactory driving record, and be insurable by the District to operate District vehicles.

Experience:

- Ten years of increasingly responsible experience that involved professional communications or public relations activities, including five years associated with a public agency.

Work Hours:

7:00 a.m. to 4:00 PM, Monday through Friday. Subject to change as required to meet the needs of the District. Must be willing to work overtime and attend meetings outside of regular working hours.

I agree to adhere to the requirements stated in this job description.

Supervisor's Signature

Date

Employee's signature

Date

Approved by General Manager: Approval Date: ____ / ____ / ____