TITLE: Communications and Legislative Specialist  SECTION: Public Information

DEPARTMENT: Administration

REPORTING RELATIONSHIP:

Reports to: Communications and Legislation Director

Supervises the following positions: Not Applicable

DEFINITION: Under general direction, develops and implements complex and sensitive public relations programs to keep the community, governmental agencies and employees informed regarding District activities, accomplishments, or points of view. Also assists in communicating District concerns to state and local legislators and monitors developing legislation for potential ramifications concerning District activities.

DISTINGUISHING CHARACTERISTICS: Incumbents have demonstrated a high level of competency and accuracy in development and implementation of the most complex and sensitive issues and special projects requiring extensive oral and written communication and have experience dealing with legislators.

ESSENTIAL FUNCTIONS:

1. Provides knowledgeable representation of the district at meetings of federal, state, regional and local agencies and associations.

2. Prepares and distributes fact sheets, news releases to media representatives while maintaining District integrity and philosophy.

3. Writes and presents speeches at community, governmental and business gatherings.

4. Researches data, creates ideas, and writes copy for District related publications and presentations.

5. Recommends policy and procedures as needed regarding District public relations.

6. Assists in production of documentary videos, films, and slide presentations.

7. Attends Board of Directors meetings.

8. Assists in preparation and set up of exhibits for meetings and conventions.

9. Plans, develops and implements special projects as required.

10. Monitors legislation and provides district input to legislators.
MINIMUM QUALIFICATIONS:

License or Certificates: Valid California Operators license issued by the State Department of Motor Vehicles. Department of Motor Vehicles driving record may influence employment or classification.

Experience: Seven years increasingly responsible experience in an editorial capacity with a newspaper or as a public information officer or in some legislative capacity with emphasis on communications.

Knowledge of:
- Principles and practices of public relations and public information.
- Legislative activity, especially in California.
- Preparation and editing of publications.
- English grammar, spelling and vocabulary.
- Principles and practices of public speaking.
- Newspaper style writing and format.
- District policies, procedures and functions.
- History and geography of the District, the Coachella Valley, and major California water systems.

Abilities:
- Accurately research, interpret, and communicate District related facts, procedures, and policies to other agencies, media and public.
- Write and edit copy for publication, news releases, correspondence and speeches.
- Organize and present material utilizing effective public speaking methods to diverse audiences.
- Maintain good public relations with individuals and groups seeking information about district activities and functions.
- Desktop publishing.
- Understand implications of proposed legislation and communicate concerns to others.
- Work cooperatively with others.

Education: A bachelors degrees in journalism, mass communication or related field from an accredited college or university or a bachelor’s degree in political science or related field with experience cited above.

PHYSICAL REQUIREMENTS:

Driving: Light

See Human Resources for physical assessment form.