JOB DESCRIPTION

TITLE: Public Information Associate (audiovisual)  SECTION: Communications & Legislative

DEPARTMENT: Administration  SRN 29:

REPORTING RELATIONSHIPS:

Reports to: Director, Comunications & Legislative

Supervises the following positions: Not Applicable

DEFINITION:

With minimal supervision, the public information associate (audiovisual) is expected to accurately convey technical and non-technical information, through videography and photography, to a variety of publics in clear, understandable and easily viewable form.

ESSENTIAL FUNCTIONS:

1. Research and develop videos and photographs to meet the district’s visual communication needs. The person is expected to be familiar enough with the necessary video, photo and sound equipment, computer software and the various district information resources to fulfill these responsibilities.

2. Assist in the development and carrying out of programs to stimulate the interest in — and promote the understanding of — water-related matters to the district’s various publics; ranging from its employees to community leaders, visiting engineers and others.

3. Work well with others and to develop the respect and confidence that generates support for district activities and positions.

4. Support and help implement all aspects of the district’s public information program.

5. Actively support the district’s position, as stated by board action or general manager’s directive, on issues.

6. Work with others in the communications and legislative division to design, implement and carry out the district’s various public information activities.

7. Speak well in front of groups and to be able to understand technical water-related issues and convey them to the lay person.

8. Work on and complete special tasks and assignments as required.
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: Any combination of training and experience which would likely provide the required knowledge and abilities is qualifying. Three years of experience in working in the photography field, specialized courses in photography, or any combination of the above is qualifying.

Knowledge of: -Photography principles and methods.
-Videography principles and methods.
-Film processing and printing.
-General communications methods and techniques.

Abilities: -Take photos, develop film, print photos to meet specifications.
-Make certain that audiovisual materials are virtually error-free.
-Take and edit videos.
-Prepare video presentations.
-Speak publicly about various water-related topics.
-Work independently using sound judgement.
-Work cooperatively with others.
-Communicate effectively.

Education: High School Diploma or equivalent. College level photography, communications, videography, or any related field is desirable.

PHYSICAL REQUIREMENTS:

1. Drives District vehicle to job sites, including over rough terrain. Uses two-way radio to communicate. Driving: moderate.

2. Sits for prolonged periods of time.

3. May work in extreme weather conditions including heat and rain.

4. Walks to sites over rough terrain. May climb ladders and climb into trenches.

See Human Resources for physical assessment form.