TITLE: Public Information Associate

SECTION: Communication & Legislation

DEPARTMENT: Administration

REPORTING RELATIONSHIP:

Reports to: Communication & Legislative Director

Supervises the following positions: Not applicable

DEFINITION: Under general supervision, to present and carry out public information programs to keep the public and employees informed about district activities and accomplishments, and to do related work as required.

ESSENTIAL FUNCTIONS:

1. Researches data, creates ideas, writes copy for and designs district-related publications, newsletters, brochures, flyers and other materials to inform the public and employees of district activities.

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

3. Assists in the preparation of other public information programs such as fairs, conventions, public events and meetings.

4. Conducts tours of district facilities.

5. Assists in preparation of speeches, columns and documentary videos.

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

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

7. Attends CVWD Board of Directors meetings, as required.

8. Attends City Council meetings, community events and other activities as a representative of the district, 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: Five years experience in an editorial capacity with a daily newspaper or as a public information representative, or any combination training and experience that would prove qualifying.

Public Information Associate – Page 2

Knowledge of:
- Public relations and public information principles and practices.
- Design and editing of publications
- English grammar, spelling and vocabulary.
- Characteristics of news media in Coachella Valley.
- Newspaper style writing and format.
- Principles and practices of public speaking.
- Desktop publishing and graphics programs.

MINIMUM QUALIFICATIONS (Cont.)

Abilities:
- Accurately research and interpret facts, procedures and policies related to district functions.
- Write and edit copy for publication.
- Perform design and layout work.
- 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.
- Type accurately using a word processor.
- Understand, accept and effectively relate the district’s position in various matters.
- Work cooperatively with others.
- Operate a computer workstation.

Education: A bachelor’s degree in journalism, mass communication, public relations or related field from an accredited college or university preferred.

PHYSICAL REQUIREMENTS:

Driving: light to moderate

See Human Resources for physical assessment form.