



Utilities Public Relations Coordinator

Category: Exempt
Pay Grade: E16
Job Code: 17042

To perform this job successfully, an individual must be able to perform the essential job functions satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform the primary job functions herein described. Since every duty associated with this position may not be described herein, employees may be required to perform duties not specifically spelled out in the job description, but which may be reasonably considered to be incidental in the performing of their duties just as though they were actually written out in this job description.

JOB SUMMARY

Performs responsible professional journalistic work in the preparation of a variety of multimedia materials, public outreach events, presentations, and communication plans used in a program of public information for the Utilities department. An individual in this classification is responsible for the development and management of a communications program for water, wastewater, and reclaimed water services. Work includes designing a variety of media materials to promote and communicate utility services, activities, programs, and projects to the general public, targeted customers, and various regional and state organizations and agencies. This position is responsible for developing, coordinating and providing effective communications and media expertise as well as promoting the programs and services of the Utilities department in coordination with countywide and regional partners. Considerable independent judgment and initiative are exercised in the performance of duties that require extensive public contact, presentation development writing skills. Incumbent reports to a division director.

ESSENTIAL JOB FUNCTIONS (examples, not all inclusive)

- Prepares articles concerning special issues having local, state, national and/or international impact;
- Writes and edits news releases, feature stories, articles, newsletters and speeches and arranges for the dissemination of finished materials;
- Develops and maintains the Utilities strategic communications plan, crisis communications plan and applicable social media policies;
- Coordinates customer communications including design and development of billing inserts, social media communications, water conservation information, and water quality notifications for disinfection events;
- Coordinates countywide public communications programs including targeted outreach for water and reclaim water meter changeout program and billing impacts, infrastructure improvements communication, and wet weather monitoring programs;
- Coordinates countywide stakeholder feedback events with state and local agencies, associations, committees, and customers regarding water and wastewater ordinance development;
- Participates in multi-agency regional partnership communications programs for grease management, flushable wipes, other sewer system contaminants, and water conservation rebate programs;
- Collaborates with internal and external agencies for regional marketing campaigns including professional video, printed materials, and social media;
- Coordinates large scales events (up to 200-400) attendees including booking appropriate facilities, attendee registration, parking logistics, security, presentation materials, follow up surveys, promotional items;
- Manages day to day communications in emergency situations including water main breaks, sanitary sewer overflows, hurricane/disaster recovery events, and water quality related press releases;

- Assists consultants and vendors engaged in communications related activities on behalf of the department;
- Develops and updates website content as needed;
- Collects and analyzes survey and statistical data related to public outreach programs;
- Writes educational and informational copy on special topics; sets up feature stories and pictorial layouts;
- Conducts field and office research in obtaining materials to be used in feature articles;
- Meets with departmental staff, civic organizations and the general public for the purpose of discussing and securing information to be used in writing articles;
- Delivers speeches and presents programs to civic and governmental groups and other interested organizations on a variety of utility services;
- Performs related work as assigned or required.

QUALIFICATIONS

Education and Experience:

Five (5) years' experience in marketing, public relations, or communications professions such as radio, television, news media or related field; or Associate's Degree in Business, Marketing, Communications, Journalism, Public Relations, English or a related field and three (3) years' experience as described above; or Bachelor's Degree and one (1) year experience as described above; or an equivalent combination of education, training, and/or experience.

Special Qualifications (May be required depending on area of assignment):

- Florida Driver's License or Florida Commercial Driver's License (CDL) and endorsement, if any.
- Assignment to work a variety of work schedules including standby, compulsory work periods in special, emergency, and/or disaster situations.
- Other highly desirable knowledge, skills, abilities, and credentials relevant to a position.

Knowledge, Skills and Abilities:

- Knowledge of the methods, principles and practices of journalistic writing and editing;
- Knowledge of utilities crisis communication plans and protocols;
- General knowledge of water and wastewater systems and operations;
- Knowledge of PowerPoint, Excel, Word and the Microsoft Office suite;
- Knowledge of presentation development;
- Knowledge of the principles and practices of public relations;
- Knowledge of utility organization and functions;
- Knowledge of the effective use of alternative media presentation and format;
- Knowledge of, and skill in the use of, office automation and desktop publishing equipment;
- Ability to deliver public speaking presentations clearly and concisely to groups of various sizes;
- Ability to apply computer applications and software;
- Ability to communicate effectively in verbal, written, graphic and visual form;
- Ability to work weekends and nights.

PHYSICAL/MENTAL DEMANDS

The work is sedentary work which requires exerting up to 10 pounds of force occasionally and/or negligible amount of force frequently or constantly to lift, carry, push, pull, or otherwise move objects, including the human body. Additionally, the following physical abilities are required:

- Fingering: Picking, pinching, typing, or otherwise working, primarily with fingers rather than with the whole hand as in handling.
- Visual ability: Sufficient to effectively operate office equipment including copier, computer, etc.; and to read and write reports, correspondence, instructions, etc.
- Hearing ability: Sufficient to hold a conversation with other individuals both in person and over a telephone; and to hear recording on transcription device.
- Speaking ability: Sufficient to communicate effectively with other individuals in person and over a telephone.
- Mental acuity: Ability to make rational decisions through sound logic and deductive processes.

- Talking: Expressing or exchanging ideas by means of the spoken word including those activities in which they must convey detailed or important spoken instructions to other workers accurately, loudly, or quickly.
- Standing: Particularly for sustained periods of time.
- Walking: Moving about on foot to accomplish tasks, particularly for long distances or moving from one work site to another.

WORKING CONDITIONS

Work is performed in a dynamic environment that requires sensitivity to change and responsiveness to changing goals, priorities, and needs.