



TAHOE CITY PUBLIC UTILITY DISTRICT

Job Description

Job Title: Management Analyst - Public Affairs Specialist
Department: Governance & Administrative Services
Supervised By: As Assigned
FLSA Status: Exempt
Revision Date: June 2024

JOB SUMMARY

Responsible for implementation of the District’s communications strategy and objectives, development of a Communications Plan, and implementation of a broad range of public relations activities. Performs analytical and administrative duties and responsibilities, primarily in program/organizational analysis and reporting, and public information and marketing. Work responsibilities require multi-department coordination and decision making.

DISTINGUISHING CHARACTERISTICS

The Management Analyst - Public Affairs Specialist is the journey level professional classification in the Management Analyst series. Positions in this class assist higher level management in various tasks and projects. While positions in this class have some flexibility in the selection of steps and timing of a work process, assignments and objectives are set for the incumbent and established work methods are followed.

SUPERVISION RECEIVED AND EXERCISED

Receives direction from Director of Strategic Affairs.

Exercises technical and functional supervision over consultants.

ESSENTIAL FUNCTIONS

The duties listed are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related, or a logical assignment to the position.

- Serve as District representative and foster a professional image for the District by providing community information on Water and Sewer services, and Parks & Receptions services, as well as other District activities through the production of newsletters, press releases, bill stuffers, annual reports, brochures, fact sheets, news stories, website content, and multimedia presentations.
- Coordinate and communicate regularly with District department staff to ensure accurate and consistent information is available to customers, general public, community partners, public agencies, and the media to provide a better understanding of District programs, services, policies, and projects.

- Collaborate with District staff in the development of a comprehensive communication plan; outline of the District's communication objectives, and identification of tools and activities to implement those objectives.
- Improve public access to timely, accurate, helpful information about the District and its services; and provide the public with a variety of easy and accessible ways to engage with the District.
- Coordinate press conferences, community appearances, and/or press statements from staff members by providing staff with guidelines and strategies.
- Coordinate the District's internal employee communications efforts in conjunction with senior management; contribute to and develop appropriate messages.
- Provide public education component of District programs, including the District's Water Conservation Program, through a variety of media outlets including website, social media, and participation at local events.
- Serve as main contact for District media requests; plan and implement media campaigns to include appropriate media coverage informing the public of new programs, events, emergencies, and other matters concerning the District as deemed necessary.
- Prepare and distribute District collateral pieces including newsletters, brochures, articles, special events, notices, and annual reports.
- Manage District websites and social media channels and ensure compliance with best management practices as well as Federal, State, and local laws; provide support and training to other departments; review and approve content; and monitor information regularly to maintain content that is accurate, consistent, and engaging.
- Maintain regular attendance and adhere to prescribed work schedule to conduct job responsibilities.
- Establish, maintain, and foster positive and effective working relationships with co-workers and all others contacted in the performance of assigned duties.
- Utilize appropriate safety procedures and practices for assigned duties.
- Work safely and cooperatively with others.

ADDITIONAL DUTIES AND RESPONSIBILITIES

- Assist with planning, establishing goals, and budgeting for assigned tasks, including recommending and implementing improvements and cost-saving measures.
- Oversee the work of contracted consultants.
- Participate in community events to maintain public awareness of District programs and services.
- Prepare reports, studies, and District documents; review technical documents and materials; analyze the effectiveness of communications and outreach efforts via digital analytics and quantitative and qualitative data; and provide direction in the keeping of scrapbooks, files, clippings, and other information of value to the District.
- Develop position(s) papers for critical issues and keep employees informed of same.
- Provide professional support in crisis communication efforts during emergency situations.
- Participate in the development and implementation of District strategic plans, master plans, policies, procedures, and standards.
- Perform research and analysis of data for various District business operations, projects, and programs.
- Make public engagement recommendations and develop engagement opportunities for District staff and Board members.
- Attend various internal and external committee/board and other governmental and non-governmental meetings; serve on various committees and task forces.
- Implement, track, and analyze strategic marketing plans for District concessions and business operations.
- Perform all other duties as assigned.

EMPLOYMENT STANDARDS

1. Knowledge of:

- Public information, outreach, education, and integrated marketing communications campaign best practices.
- Principles, methods, and practices of graphic design to include posters, displays, advertisements, and marketing collateral.
- And proficiency in professional writing and editing practices.
- And proficiency in professional public speaking practices.
- Website administration.
- Principles and practices for the use of social media as a professional communication platform.
- Research techniques, sources and availability of information, and methods of report presentation.
- Modern office practices, methods, and computer equipment, including relevant software applications.
- Principles and practices of customer service.
- Safe work practices.

2. Ability to:

- Communicate at an expert level, using all forms of communication, including written, graphic, and oral to include public speaking.
- Develop, write, edit, design, and produce various communication materials in cooperation and coordination with District departments.
- On a continuous basis, sit at desk for long periods of time; intermittently twist to reach equipment surrounding desk; perform simple grasping and fine manipulation; use telephone; write or use a keyboard to communicate through written means; and lift or carry weight of 50 pounds or less.
- Prioritize and exercise sound judgment within areas of responsibilities.
- Understand, interpret, and apply Federal, State, and local laws, codes, and regulations pertaining to work assignments.
- Act independently and make decisions conforming to District policies, procedures, standards, and ordinances.
- Perform all job duties in an organized and efficient manner with the ability to adjust priorities and perform multiple tasks.
- Operate and use modern office equipment including computers and applicable software.
- Read, write, and comprehend the English language at a level necessary for effective job performance exercising correct English usage, vocabulary, spelling, grammar and punctuation.
- Communicate effectively, tactfully, and positively in both oral and written form.
- Understand both oral and written instructions and carry out in a positive manner.
- Establish, maintain, and foster positive working relationships with those contacted in the course of work.

EDUCATION AND TRAINING REQUIREMENTS

1. Education and Experience Requirements:

Any combination of education and experience which would likely provide the necessary knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:

Education: Equivalent to a Bachelor's degree from an accredited college or university with major course work in communications, public relations, public administration, or closely related field.

Experience: Three (3) years of progressively responsible professional experience in a governmental agency or similar organization, in the field of public relations, communications or related field.

2. Certification & Licensing Requirements:

- Possession of appropriate and valid driver's license and driving record that complies with District policy.

ENVIRONMENTAL CONDITIONS

Work is performed in a typical temperature-controlled office environment subject to typical office noise and conditions.

Position requires working beyond normal business hours, attendance at evening meetings and/or weekend work, and the ability to travel.

PHYSICAL JOB ANALYSIS

Daily Occurrence defined as: RARELY ≤ one hour per day; OCCASIONALLY one to three hours per day; FREQUENTLY three to six hours per day; CONTINUOUSLY six to eight hours per day.

1. Gross Body Movement

<u>Activity</u>	<u>Daily Occurrence</u>
Sitting	Continuously
Standing	Occasionally
Walking	Occasionally
Walking on uneven terrain	Rarely
Driving	Rarely
Hearing	Continuously
Speaking	Continuously
Seeing	Continuously

2. Job-Specific Body Movement

<u>Activity</u>	<u>Daily Occurrence</u>
Bending at waist	Occasionally
Climbing (stairs/ladders/etc.)	N/A
Crawling	N/A
Crouching	Rarely
Kneeling	Rarely
Pushing (10 lbs.)	Occasionally

Pulling (10 lbs.)	Occasionally
Stooping	Rarely
Working at heights	N/A
Working/Reaching above shoulder level	Occasionally
Working/Reaching below shoulder level	Occasionally
Working/Reaching at desk level	Occasionally

3. Lifting

<u>Weight</u>	<u>Daily Occurrence</u>
1 to 10 lbs.	Frequently
11 to 25 lbs.	Occasionally
26 to 50 lbs.	Occasionally
51 to 75 lbs.	N/A
76 to 100 lbs.	N/A
Over 100 lbs.	N/A

4. Hand Coordination

<u>Activity</u>	<u>Daily Occurrence</u>
Hand	
Pulling	Occasionally
Pushing	Occasionally
Fine Manipulation	
Typing/Keyboard	Continuously
Calculator	Occasionally
Writing	Continuously
Hand tools	Rarely
Equipment (nuts/bolts, etc.)	Rarely
Simple Grasping	
Files	Frequently
Computer mouse	Continuously
Phone receiver	Continuously
Power Grip	
Power tools	Rarely
Equipment (shovel, etc.)	Rarely
Arm	
Lateral	Frequently
Rotation	Occasionally

5. Height of Objects Reached/ Used

<u>Object</u>	<u>Height</u>
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Filing cabinets 5 feet
Shelves/Storage 6" above head

6. Mental Requirements

<u>Activity</u>	<u>Daily Occurrence</u>
Analyzing	Continuously
Identifying	Continuously
Interpreting	Continuously
Knowing	Frequently
Observing	Frequently
Problem Solving	Continuously
Remembering	Continuously
Understanding	Continuously
Explaining	Continuously

APPROVED BY: Kim Boyd, Director of Strategic Affairs, June 2024