



January 2019
Class Code: A-44
FLSA: Non-Exempt

COMMUNICATION SPECIALIST

DEFINITION

Serves as Communications Specialist under the general direction of the Director of Communications; assists other managerial staff as well as the Public Outreach Coordinator and the Executive Assistant/Clerk of the Board by relieving them of various administrative and clerical duties; to perform website maintenance, graphic design, provide secretarial assistance and to do other work as required.

SUPERVISION RECEIVED AND EXERCISED

Receives general supervision from assigned management and supervisory staff. Exercises no direct supervision over staff.

CLASS CHARACTERISTICS

Incumbents of positions in this class work without close supervision and within a framework of established procedures. This person must be able to perform clerical and graphic arts duties with only occasional instruction or assistance. The use of typing and a variety of computer skills is essential to the satisfactory performance of the work of all positions in this class. The use of independent judgment in situations dealing with District staff or the general public is extremely important. Incumbents in this class may have frequent public contact which requires them to have knowledge of specific laws, rules, and policies related to the operation of their department. The Communications Specialist position requires the use of sound judgment and discretion. This position works with the Director of Communications and other managerial staff to assist with District needs and various projects as assigned.

EXAMPLES OF TYPICAL JOB FUNCTIONS (Illustrative Only)

Job functions and performance are subject to provisions contained within the Personnel and Salary Resolution and Memorandum of Understanding applicable to the specified job classification. Management reserves the right to add, modify, change, or rescind the work assignments of different positions and to make reasonable accommodations so that qualified employees can perform the essential functions of the job.

- Assists the Director of Communications, Public Outreach Coordinator and Executive Assistant/Clerk of the Board as needed.
- Serves as back-up support for Customer Service Representatives as necessary.
- Designs and prepares material for print, web, and other media for distribution to the public.
- Prepares finished copy from a variety of written documents including rough drafts, letters, memos, reports, agendas and minutes from handwritten notes, instructions, drafts, and other written and verbal sources.
- Works with the Director of Communications on District website.
- Assists the Director of Communications with GIS applications and maintenance.

- Assists the Director of Communications with the preparation and distribution of press releases.
- Assists the Director of Communications with video production and photography.

QUALIFICATIONS

Knowledge of:

- Microsoft Office Suite ®
- Graphic design software such as the Adobe ® Creative Suite software, website development and maintenance software such as Dreamweaver®.
- Database and data management software.
- Developing and designing materials for distribution.
- Principles of composition for business correspondence, report writing, and preparation of a variety of written documents.
- Outstanding English usage, grammar, spelling, vocabulary, and punctuation.

Ability to:

- Recognize problems and gather information, organize, analyze information, and offer feasible solutions.
- Work with a high degree of independence.
- Communicate with the public in a tactful, courteous, and professional manner.
- Produce letters, memos, reports, and other written informational materials that meet business standards.
- Develop brochures, flyers, and presentations.
- Under supervision, assist with GIS field management solutions.
- Effectively communicate with the public in person and on the phone.

Education and Experience:

Any combination of training and experience that would provide the required knowledge, skills, and abilities is qualifying. A typical way to obtain the required qualifications would be:

Two years of work experience in the field of communications. Bachelor's Degree in Communications or closely related field.

Licenses and Certifications:

- Possession of a valid California Driver's License with the ability to use a District approved means of transportation.
- Must acquire within the first year of employment a State of California Department of Public Health Vector Control Technician Certification Gold Card.

PHYSICAL DEMANDS

Must possess mobility to work in a standard office setting and use standard office equipment, including a computer; vision to read printed materials and a computer screen; and hearing and speech to communicate in person and over the telephone. This is primarily a sedentary office classification although standing in work areas and walking between work areas may be required. Finger dexterity is needed to access, enter,

and retrieve data using a computer keyboard or calculator and to operate standard office equipment. Positions in this classification occasionally bend, stoop, kneel, reach, push, and pull drawers open and closed to retrieve and file information. Employees must possess the ability to lift, carry, push, and pull materials and objects up to 40 pounds.

ENVIRONMENTAL CONDITIONS

Employees work in an office environment with moderate noise levels, controlled temperature conditions, and no direct exposure to hazardous physical substances. Employees may interact with upset staff and/or public and private representatives in interpreting and enforcing departmental policies and procedures.