
Mt. View Sanitary District

Policies and Procedures Manual

POLICY TITLE: Public Outreach Coordinator

POLICY NUMBER: 2388

FLSA: EXEMPT

PUBLIC OUTREACH COORDINATOR

DEFINITION

Under general direction, plans, organizes, oversees, coordinates, and participates in Mt. View Sanitary District public information and public outreach messaging and events related to the District's environmental programs, natural resources, wastewater programs, or other interests. The Public Outreach Coordinator serves as a public information liaison between the District and the general public; addresses and resolves project issues, defines strategies and plans for project communication, represents the District in public forums, inter-agency groups, and committees, and community meetings; tracks and communicates regulatory changes and recommends changes to District programs as needed, collects and evaluates data and reports on program effectiveness, and performs other duties as assigned.

SUPERVISION RECEIVED AND EXERCISED

General direction is provided by the Environmental Services Manager. This position exercises no direct supervision over staff.

CLASS CHARACTERISTICS

This single-position class is characterized by professional public outreach responsibilities, including coordinating and implementing environmental and wastewater programs within the District. Responsibilities include identifying outreach needs, developing messages and materials, coordinating and implementing various outreach forms, collecting data and evaluating program effectiveness, and report writing.

EXAMPLES OF TYPICAL JOB FUNCTIONS (Illustrative Only)

- Study objectives, policies, or needs of the District, monitor current trends and regulations to identify needs, and participate in the development of public relations strategies that will influence public opinion or promote ideas, products, or services.
- Prepare correspondence, forms, informational and educational materials, graphic design, and specialized documents from drafts, notes, brief instructions, or corrected copy.
- Prepare a variety of technical, statistical, and administrative reports related to District programs and maintain accurate files, databases, and records.
- Participate in inter-agency groups or committees such as Bay Area Clean Water Agencies (BACWA) and Bay Area Pollution Prevention Group (BAPPG) to stay abreast of new developments and participate in regional efforts.
- Recommend changes to existing District programs, or the development of new programs, to ensure District alignment with local, State, and Federal regulations as well as public interest and need.
- Coordinate and participate in public appearances, special events, contests, or exhibits to increase program or service awareness and further public relations objectives.
- Coordinate outreach to the local Chamber of Commerce, community service groups, and the local high school.
- Monitor the District's social media outlets and websites, identify needs, ensure content is maintained.
- Coordinate Mt. Diablo Wetlands Fund fundraising for environmental education programs
- Coordinate with other staff to obtain District Newsletter content, develop Newsletter content, and organize all content for Newsletter publication.
- Coordinate District facility tours and educational events.
- Build and maintain cooperative working relationships with other District employees, public agency representatives, community representatives, public interest groups, or general public and demonstrate positive customer service and communication skills.
- Work with District departments, community service providers, public agencies, and consultants in program development and coordination efforts, as well as legislative advocacy and education.
- Coordinate public responses to incidents or conflicts for the General Manager or Department Heads and assist with customer support.
- Conduct field observation and data collection to inform program needs and ensure District compliance with associated programs or regulations.
- Coordinate wastewater outreach programs such as Sewer System Master Plan (SSMP) required outreach, Fats, Oils, and Grease (FOG), Private Sewer Lateral (PSL) Program, Dental Amalgam, reporting of sewer emergencies, Pollution Prevention and Pretreatment, or similar initiatives.
- Standardize procedures and methods and continuously monitor assigned programs and communicate opportunities for improvement.
- Coordinate the District's Community Advisory Committee.

- Participate as co-leader in the Peyton Slough Wetlands Advisory Committee (PSWAC), provide agenda, and take minutes.
- Identify fundraising and grant opportunities and coordinate applications and events.

QUALIFICATIONS

Knowledge of:

- Methods of planning and implementing an effective public outreach marketing program.
- Methods and techniques used in planning and marketing events, programs, and services.
- Principles and methods for showing and promoting services.
- Techniques for the effective development and dissemination of educational, informational, marketing, and media materials.
- Applicable laws, codes, and regulations.
- Computer applications related to the work, including word processing, spreadsheet, and database applications, graphics, web, movie, etc.
- Techniques for providing a high level of customer service to the public and District, in person, in writing, and over the telephone.
- Structure and content of the English language, including the meaning and spelling of words, rules of composition, and grammar.

Ability to:

- Work effectively in a team-based organization focused on continuous improvement.
- Establish and maintain a positive customer service attitude, and effective working relationships with customers, both internal and external.
- Demonstrate strong two-way communication skills, including the ability to listen, explain, and facilitate, and the ability to ask for input and offer help without being asked.
- Accept suggestions, work with others to solve problems, and provide recognition and encouragement.
- Develop creative and effective educational, informational, and media projects and materials to market and improve the District's environmental and wastewater programs and natural resources.
- Develop and implement goals, objectives, work standards, and internal controls for programs.
- Evaluate and recommend improvements in District programs.
- Prepare, interpret, explain, and administer relevant laws, codes, regulations, policies, and procedures.
- Prepare clear and concise reports, correspondence, policies, procedures, and other written materials.

- Use tact, initiative, prudence, and independent judgment within general policy, procedural, and legal guidelines.
- Operate office equipment including computer equipment, software programs, and audio-visual equipment
- Work in a team atmosphere and be self-motivated.
- Identify problems, review related information to develop and evaluate options, and implement solutions.
- Manage one's own time and be respectful of that of others, multitask, and meet deadlines.
- Work occasional evenings and weekends.
- Perform other duties as assigned.

Education and Experience:

Any combination of education and experience that would provide the required knowledge and abilities is qualifying. A typical path to obtain the required knowledge and abilities would be:

- Graduation from a four (4) year college or university with major course work in communications, public administration, marketing, environmental studies, or other field related to the work.
- Three (3) years of progressively responsible experience in public outreach, public affairs, environmental compliance, environmental stewardship, or a related field with a public agency or a private company.

License and Certifications:

- Must possess a valid California Class C driver's license. Must continue to meet all the provisions of the District to be insured with the terms and conditions of the District's insurance program as a condition of employment.

PHYSICAL DEMANDS

Must possess mobility to work in a standard office setting and use standard office equipment, including a computer; strength, stamina, and mobility to work in the field, including natural environmental settings with uneven ground; operate a motor vehicle to visit various District and meeting sites; vision to read printed materials and a computer screen; hearing and speech to communicate in person, before groups, and over the telephone. This position involves periods of sedentary office work with occasional periods of walking, bending, stooping, kneeling, reaching, pushing, and pulling. This position may lift or move supplies, equipment, or furniture up to 25 pounds.

ENVIRONMENTAL ELEMENTS

This position works primarily in an office environment but is occasionally exposed to loud noise levels, vibration, confining workspace, chemicals, mechanical and/or electrical hazards, and hazardous physical substances, odors, and fumes. This position may interact with upset staff and/or public and private representatives in interpreting and enforcing departmental policies and procedures.