

WATER UTILITY PUBLIC INFORMATION OFFICER 1-2

CLASS DESCRIPTION

General Responsibilities:

This is professional communications and public relations work in planning, coordinating, and implementing a comprehensive communications program for the Madison Water Utility. The work involves developing and implementing publicity, public relations, public information, social media, and internal communications materials and activities for the Water Utility within a strategic context. In addition, this position is responsible for staff support to the Water Utility Board. Work involves considerable judgment and discretion in identifying, recommending, and implementing public and internal information campaigns. Under the general supervision of the General Manager, the position serves on the Utility's management team and plays a key leadership role in supporting the Utility's mission, goals and objectives through a strategic communications program.

This series is structured to provide advancement from Water Utility Public Information Officer 1 to Water Utility Public 2, as a function of the employee's career development, but generally at most within two years of starting employment as a Water Utility Public information Officer 1. Progression from a Water Utility Public Information Officer 1 to Water Utility Public Information Officer 2 is based on increased employee expertise and responsibility, independence of action, and experience in and knowledge of Water policies and procedures with respect to public information.

Water Utility Public Information Officer 1

This is the entry level of the Water Utility Public Information Officer career progression series. This work is characterized by more structured and/or closely reviewed professional assignments. Under limited supervision, employees are expected to exercise professional judgment and discretion within established parameters.

Water Utility Public Information Officer 2

This is the objective level of the Water Utility Public Information Officer career progression series. Employees must exercise considerable judgment in releasing sensitive information. Under general supervision, employees are expected to exercise considerable professional judgment and discretion within established parameters.

Examples of Duties and Responsibilities:

Water Utility Public Information Officer 1

Plan, develop, implement and maintain the communication and information programs for the Water Utility incorporating both general and special information/communication needs and utilizing various media, including print, audio/visual, social media, and other appropriate vehicles of communication.

Develop ongoing media relationships and serve as liaison and primary contact for media and other external agencies in public information/education matters. Ensure Mayor's Office, Common Council and other City departments are kept apprised of relevant Water Utility projects and activities.

Conduct and/or coordinate media training and crisis communications training sessions for staff likely to respond to the electronic and print media inquiries. Develop information messages and speaking points and prepare and distribute news releases, information packages and public service announcements to media, external agencies and the public.

Compile, coordinate, edit, prepare, develop, distribute and maintain print and published information for the Utility including, but not limited to, information on the Utility website, a web-based Utility annual report, the annual drinking water quality report, bill stuffers, customer newsletters, brochures, bulletins, listserv information and other information outlets as appropriate, both directly and through subordinates.

Compile, coordinate, edit, prepare, develop, distribute and maintain audio/visual information for the Utility including, but not limited to, public service announcements, advertisements, PowerPoint presentations, and audio/video productions for internal and external use both directly and through subordinates. Coordinate, schedule, contract for and/or purchase air time for audio/video productions.

Review and evaluate Utility publications and audio/visual productions for quality and effectiveness of communication of drinking water information. Ensure translation and foreign language availability of Utility publications and other communications consistent with City policy and procedures.

Keep abreast of various social media, including Facebook, Twitter, LinkedIn, and other new sites that may emerge. Determine the applicability of various social media sites to the Water Utility's ability and need to disseminate information to the public.

Work with Information Technology to develop the Water Utility's social media capabilities. Develop policies and procedures for the Water Utility regarding the use of social media. Coordinate with various Water Utility units, including operations, construction, engineering, quality, and supply, to determine social media needs. Develop and post content using various social media. Review and evaluate Utility social media usage for quality and effectiveness of communication.

Supervise the Water Community Outreach Specialist and interns. Hire, train, assign, motivate, evaluate and discipline, as required.

Solicit, coordinate, schedule and assign community speaking engagements and presentations to clubs, organizations, civics groups and school classes. Plan, coordinate and execute community events and participation in events, conferences and expositions.

Meet with and support community groups in facilitating information and actions they desire from the Utility. Coordinate and develop utility-related school curricula. Assemble and

coordinate customer, consumer or community focus groups to provide input and recommendations for the Utility's community outreach and communications activities.

Provide staff support to the Water Utility Board. Attend regular meetings of the Water Utility Board. Respond to questions from the Board and research and report on issues as requested. Oversee the preparation of the Water Utility Board agenda, minutes, and related items. Supervise staff with responsibility for coordinating Water Utility Board materials.

Coordinate Water Utility efforts as they relate to customer requests, feedback, and on-going concerns. Track, manage, coordinate and ensure proper and timely response to general outside request and inquiries of the Utility, including letters, emails and web-based communications.

Respond, draft response or forward inquiries to proper staff for response and track responses until issues are resolved. Coordinate proper response to all Open Records requests and serve as the Open Records coordinator for the Utility.

Plan, coordinate, schedule, prepare, contract for and distribute Utility customer feedback surveys and compile, analyze and distribute results. Respond or coordinate response to surveys/inquiries from water organizations, governmental agencies and other water utilities.

Participate in emergency response training and activities of the Utility and maintenance of the Utility's emergency response plan. Identify the need for and develop risk assessment and public information messages for bioterrorism, natural disaster, public health emergencies or other drinking water issues in conjunction with appropriate staff. Participate in related state and county-wide emergency exercises.

Coordinate the development, adoption, maintenance and tracking of appropriate benchmarks for the Utility to measure progress toward approved goals and objectives and provide reports on a variety of Utility activities and benchmarks.

Perform related work as required.

Water Utility Public Information Officer 2

Perform the work of a Water Utility Public Information Officer 1, with a higher degree of professional complexity; independence; initiative; judgment and discretion; and personal accountability in the preparation, presentation and justification of recommendations.

Plan, develop, implement and maintain the Water Utility's Social Media program. Oversee all electronic communication, including social media (Instagram, Twitter, Facebook), email lists, YouTube channel and web-based content marketing ("Inside MWU").

Develop and execute a crisis communication plan. Oversee emergency email alert and text alert notification systems.

Develop and execute community outreach strategy for major public works projects. Track community engagement as a given project progresses.

Create and implement the annual Strategic Communication Plan, aimed at promoting key Water Utility initiatives and meeting specific goals.

Track the success of overall communication strategy through website analytics, web page feedback, social media analytics, program participation, media mentions and earned media.

Perform related work as required.

QUALIFICATIONS

Training and Experience:

Generally, positions in this classification will require:

Water Utility Public Information Officer 1

Three years of responsible professional multimedia public/community relations experience in the research, development, and delivery of a technical (e.g., health, safety, environmental) communications program. Such experience would normally be gained after graduation from an accredited college or university with a major in communications, public/community relations, or similar field. Other combinations of training and/or experience with can be demonstrated to result in the possession of the knowledge, skills, and abilities necessary to perform the duties of these positions will also be considered.

Water Utility Public Information Officer 2

At least two years experience performing public information officer duties for a water utility, including experience with social media analytics and community outreach strategy, comparable to the experience gained as a Water Utility Public Information Officer 1 with the City of Madison. Such experience would normally be gained after graduation from an accredited college or university with a major in communications, public/community relations, or similar field. Other combinations of training and/or experience with can be demonstrated to result in the possession of the knowledge, skills, and abilities necessary to perform the duties of these positions will also be considered.

Specific training and experience requirements will be established at the time of recruitment.

Knowledge, Skills and Abilities:

Water Utility Public Information Officer 1

Working knowledge of applicable promotional, public relations, and journalism theories, techniques and practices. Working knowledge of print and broadcast media principles and practices. Working knowledge of and ability to use related computer applications, including the use of social media. Knowledge of the full range of supervisory principles and practices, labor relations and personnel management. Ability to develop, recommend and promote

professional public information materials in a strategic context in keeping with the utility’s missions and goals. Ability to communicate effectively both in writing and orally. Ability to cultivate and maintain effective working relationships with co-workers, other City staff, and the media. Ability to work effectively with multicultural populations. Ability to provide leadership as a member of the management team. Ability to produce and promote public information/education events, write accurate news releases and public service announcements and to review and edit the related work of others. Ability to plan, direct and supervise the work of assigned personnel. Ability to compile and disseminate appropriate information about Water Utility activities, events and operations. Ability to organize activities, establish priorities, and meet deadlines. Ability to provide on-air and live broadcast presentations. Ability to maintain adequate attendance.

Water Utility Public Information Officer 2

Thorough knowledge of applicable promotional, public relations, and communication theories, techniques, and practices. Working knowledge of print and broadcast media. Thorough knowledge of and ability to use related computer applications and social media. Working knowledge of the full range of supervisory principles and practices, labor relations and personnel management. Ability to develop, recommend and promote professional public information materials in a strategic context. Ability to communicate effectively both in writing and orally. Ability to work effectively with multicultural populations. Ability to cultivate and maintain effective working relationships with co-workers, other City staff, and the media. Ability to provide leadership as a member of the management team. Ability to produce and promote public information/education events, write accurate news releases and public service announcements and to review and edit the related work of others. Ability to plan, direct and supervise the work of assigned personnel. Ability to compile promotional information about drinking water and water conservation. Ability to organize activities, establish priorities, and meet deadlines. Ability to maintain adequate attendance.

Necessary Special Qualifications:

Possession of a valid driver’s license.

Physical Requirements:

Incumbents will be expected to travel throughout the City of Madison to manage the Water Wagon and a variety of community outreach programs throughout the year. This will involve extended periods of time driving a vehicle, standing, and conversing with the public in a variety of weather conditions.

Department/Division	Classification	Comp. Group	Range
Water Utility	Water Utility Public Information Officer 1	18	08
Water Utility	Water Utility Public Information Officer 2	18	10

Approved: _____
Brad Wirtz
Human Resources Director

Date