

## WATER COMMUNITY OUTREACH SPECIALIST

### CLASS DESCRIPTION

#### General Responsibilities

This is professional communications and community outreach work for the Madison Water Utility. The work involves designing and producing educational, public information, social media, and internal communications materials and activities for the Water Utility under the general supervision of the Public Information Officer. The position also provides administrative and logistical support to the Management Team and the Water Utility Board.

#### Examples of Duties and Responsibilities

In conjunction with the Water PIO, plan, develop, implement outreach programs for the Water Utility that educate and inform all segments of the public about the services provided by the utility. Special emphasis is placed upon programs for schools and community groups. Develop and deliver educational content that informs the public about where their water comes from and the infrastructure required to distribute clean, safe water for public consumption and fire protection. Design and layout visually compelling and effective graphic materials to communicate key messages and information, such as the Water Utility Annual Report. Draft content as required. Utilize social media and website tools to increase the effectiveness of the Utility's communication and outreach programs.

Plan and execute community events such as open houses, fairs, etc. that support the mission of the utility and build an informed consumer base that recognizes the need for continual reinvestment in critical waterworks infrastructure. Coordinate the use of the utility's Water Wagon as an educational and outreach tool.

Provide general leadership by engaging and involving other utility and city staff in the educational programs of the utility. Seek out and take advantage of synergies with other public works and public safety organizations, such as Parks, Public Health, and the Fire Department. Identify and pursue mutually beneficial strategic partnerships with civic and environmental groups and organizations. Leverage these partnerships to build trust in and support of Madison Water Utility's mission.

Develop and coordinate citizen engagement and volunteer opportunities for the Utility. Coordinate the detailed and multifaceted Public Participation Process for Water Utility Facilities. Interact with civically active members of the public and provide a two way communication channel. Represent Madison Water Utility to the public in an open and professional manner to build confidence and public trust in the Utility. Provide planning and logistical support for public meetings and feedback mechanisms.

Identify potential new volunteer opportunities, such as an Adopt-a-Hydrant program for snow removal, edible landscaping on utility properties, and art in civic spaces like Crowley Station.

Develop and support ways to improve and facilitate citizen input and feedback to the Water Utility Board.

Leverage the Utility's new Advanced Metering Infrastructure to help meet water conservation goals and provide increased value to the customer. Help the Utility meet its billing costs reduction goals by developing and implementing an effective marketing campaign to increase the percentage of customers on e-billing. Educate the public on the tools available to track water consumption and meet their water conservation goals. Assess the effectiveness of the water consumption tracking tools and suggest improvements to interfaces and functionality.

Provide staff support to the Management Team and Water Utility Board. Attend regular meetings of the Senior Leadership Team and the Water Utility Board. Respond to questions from the Board and research and report on issues as requested. Prepare agendas, minutes, task databases, and related items. Provide logistical support such as audio visual equipment setup and web conference troubleshooting. Provide scheduling and administrative support for the General Manager.

Coordinate Water Utility efforts as they relate to Open records, 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, including maintaining records and schedules for Open Records requests and serve as the Open Records coordinator for the Utility.

Perform related work as required.

**QUALIFICATIONS**

**Training and Experience**

Generally, positions in this classification will require:

One year of professional multimedia public/community relations experience in the 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.

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

**Knowledge, Skills and Abilities**

Working knowledge of community relations and public communications concepts, techniques and practices. Working knowledge of and ability to use computer applications related to the duties of the position, including the use of social media. Knowledge of group dynamics and psychology. 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 provide general leadership as a Water Utility communications professional. Ability to produce and promote public information/education events, write accurate news releases and public service announcements and to review and edit the work of others. 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.

**Necessary Special Qualifications:**

Possession of a valid driver’s license or the ability to meet the transportation requirements of this position.

The incumbent will be expected to attend meetings and provide presentations outside the normal work schedule, including evenings and weekends.

Department/Division	Compensation Group	Range
Water Utility	18	04