



## ROWLAND WATER DISTRICT

### EDUCATION/COMMUNITY RELATIONS INTERN

#### **DEFINITION**

Under general supervision, executes tasks in support of the District's community relations, water education programs, and communications and water efficiency campaigns, and performs other work as assigned.

The intern must be able to work for at least a minimum of six months. Work hours are flexible and average approximately 20 hours per week, **not to exceed** 1,000 hours in a fiscal year period. Weekend and evening work may be required on an as-needed basis.

#### **EXAMPLE OF DUTIES**

The following are duties performed by interns this class. Duties listed are not meant to be all-inclusive. Other duties may be required as assigned.

- Collaborate with staff on ideas for media and communication outreach to disseminate the District's message to various audiences.
- Maintain and use District branding and style standards in the preparation of brochures, flyers, social media post, and employee monthly newsletter.
- Plan and coordinate the District's participation in community outreach events.
- Maintain a positive working relationship with school representatives and educators; schedule school site visits, distribute water education materials, and conduct classroom presentations as needed.
- Attend District Board meetings, residential landscape classes, and other public meetings, as needed, to make presentations, take photos/videos, and/or promote the District's public relations efforts.
- Represent the District at water education and water use efficiency coordination meetings as assigned.
- Maintain inventory of educational and outreach materials.
- Create exciting written, visual, and video content for the District's website and social media channels; monitoring comments and questions; periodically reviewing website links for accuracy; and measuring campaign effectiveness via the website and social media analytics.

### **EXAMPLE OF DUTIES (continued)**

- Respond to customers or school educator inquiries in-person or by telephone, mail, e-mail, or fax regarding a broad range of questions regarding water resources, water efficiency or educational programs.
- Perform a wide variety of administrative tasks including typing letters, memos, and data entry, maintain files, and sort mail.
- Perform basic routine maintenance to miscellaneous office equipment.

### **EMPLOYMENT STANDARDS**

#### **Knowledge of:**

- Principles, practices, methods, and techniques used to provide and maintain an excellent level of customer service.
- District water resources, geography of the District's service area, and the location of District facilities.
- District policies, procedures and regulations related to services and charges.
- Skilled in photography, videography, and the use of photo/video editing software.
- Professional standards of sound business communication.
- Correct use of English, including spelling, grammar, and punctuation.
- Basic business letter writing and standard format for reports and correspondence.
- Procedures for record keeping.
- Software applications: Microsoft Windows Office suite, Canva and/or other graphic design software.

#### **Ability To:**

- Develop content for digital and print media, specifically newsletters, reports, and social media, and measuring digital media tools for their effectiveness.
- Operation and use of computer programs within Microsoft Office 365, including MS Word, PowerPoint, MS Excel, and MS Outlook, Canva and/or other graphic design software.
- Deal tactfully and courteously with the public, students, school representatives, and others in providing information, answering questions, and providing customer service.
- Uphold strong management skills.
- Available to attend some evening and weekend District and community events.
- Respond to and effectively prioritize multiple phone calls and other requests or interruptions.
- Explain District water resources and water conservation mandates to customers.
- Compose routine correspondence independently or from brief instructions.
- Organize work, set priorities, and meet critical time deadlines.
- Communicate clearly and concisely, both orally and in writing.

**Ability To (continued):**

- Establish and maintain effective working relationships with District Board of Directors, management, employees, customers, school representatives and others encountered in the course of work.
- Type at a rate of 50 words a minute from clear, legible copy.
- Maintain regular attendance and punctuality.

**TYPICAL PHYSICAL ACTIVITIES**

- Communicates orally with District management, co-workers, and the public in face-to-face, one-on-one, and group settings.
- Must be able to carry, push, pull, reach, bend, crouch and lift objects and supplies weighing up to 20 lbs.
- Talk and/or hear in person and by phone.
- Uses a two-way radio for communication.
- Use hands repetitively to operate computers and other standard office equipment.
- Sits and stands for extended periods of time.
- Vision within normal range.

**EDUCATION AND EXPERIENCE**

Any combination of education and experience, which would likely provide the necessary knowledge and abilities is qualifying.

- High school diploma or equivalent certificate.
- Graduation or current enrollment in undergraduate or graduate studies in accredited college or university with major work in Communication Studies, Graphic Design, Journalism, Public Relations, Business Administration, Public Administration, or closely related field.
- Ability to speak a second language is highly desirable.

**SPECIAL REQUIREMENTS**

- Possession of valid California Driver's License (Class C) issued by the State Department of Motor Vehicles. Proof of a good driving record free of multiple or serious traffic violations or accidents for at least two (2) years' duration. The driving record will not contribute to an increase in the District's automobile liability insurance rates.
- Required to pass a physical examination which includes an initial drug screening. The District will also conduct a comprehensive pre-employment background investigation.

**Overtime Assignments**

The purveyance of water is a vital service to the community and as such always requires the availability of District personnel. Consequently, employees will be required to respond to emergency calls, accept periodic overtime assignments, and perform all duties deemed necessary by the District. Lacking a bona fide excuse satisfactory to the District, a failure to report when called could result in termination.

**Fair Labor Standards Act**

For the purposes of the Fair Labor Standards Act, this position shall be considered a General Employee Unit, "non-exempt" position.

**Equal Opportunity Employer**

Rowland Water District is an equal opportunity employer, and does not discriminate in hiring, training, promotion, compensation, or terms of employment based on race, religious creed, color, national origin, ancestry, physical handicap, medical condition, marital status, or sex.

**Americans with Disabilities Act**

The District will make such reasonable accommodation to enable persons with disabilities to fulfill the requirements of the position in accordance with the Americans with Disabilities Act of 1990.

*Job Descriptions only present a descriptive summary of the range of duties and responsibilities for the specified position. Therefore, Job Descriptions **may not include all** duties performed by individuals holding the position. In addition, job descriptions are intended to outline the **minimum** qualifications necessary for entry into the position and do not necessarily convey the qualifications of incumbents within the position. Job Descriptions shall be periodically reviewed and updated by the General Manager.*

---

**I have reviewed this Job Description with my Supervisor  
and agree with its contents.**

---

Employee Signature

Date

---

Supervisor Signature

Date