

CLASSIFICATION ADDENDUM

Job Title: Public Information and Education Analyst

Classification Specification: Management Analyst

Barg Unit: OPE

Pay Grade: C41 – C43

*This classification **addendum** further clarifies job specific duties and requirements of a job within a particular classification. Note: The classification specification document is to be referenced and this document utilized as the addendum (supplement). It is intended to provide additional information, where needed, and is not intended to provide an exhaustive list of duties and responsibilities; specific position assignments will vary depending on business needs.*

Essential Characteristics and Duties Addendum

Under general supervision, the Public Information and Education Analyst performs a variety of work to prepare and deliver communication programs and projects. Performs related duties as required.

Contributing (C41): 0-2 years of relevant professional experience. Employees at this level have a fundamental understanding of public relations and outreach coordination. Typically assigned routine work and applies broad theoretical job knowledge typically gained through advanced education. Problems faced are not typically difficult or complex. Work is closely reviewed or supervised. Participates in the development and implementation of communications programs and projects.

Journey (C42): 2-5 years of progressively responsible relevant professional experience. Employees at this level apply practical knowledge typically obtained through advanced education and work experience. Works independently with general supervision. Problems faced are difficult but typically not complex. Works from concepts and specific details to develop and implement communications programs and projects.

Advanced/Lead (C43): 5-8 years of progressively responsible relevant professional experience. May require experience leading programs, projects or people in the completion of assignments. Employees at this level apply advanced knowledge typically obtained through advanced education and work experience. Responsibilities may include working independently with limited supervision, coaching, assigning and reviewing the work of lower level professionals. Responsible for development and implementation of communications plan. Problems faced are difficult and sometimes complex.

Essential Duties

1. Performs activities planning, developing, organizing, coordinating, and implementing public relations, citizen involvement, and/or education programs for internal and external audiences designed to create increased awareness and understanding for the MWMC and environmental services programs.
2. Promotes services and programs through speeches, presentations, newsletters, websites, special events, tours, exhibits, videos, question and answer sessions, and other methods.
3. Coordinates advertising time and/or space; may plan, develop, and coordinate formal marketing program.
4. Coordinates surveys and research; may complete and submit proposals for grants.
5. Provides public relations and media training.
6. Coordinates environmental education.

- 7. Utilizes computers and desktop/website publishing software and prepares outreach/educational/informational materials, coordinates publication and oversees distribution.
- 8. Develops and maintains websites.
- 9. May supervise or provide lead to lower level support staff.
- 10. Actively supports an inclusive and respectful work environment.

Qualifications Addendum

An entry-level person would be expected to possess the following or any equivalent combination of knowledge, skills, education and experience in order to successfully perform the job.

- Training & Experience:**
- A Bachelor’s degree in the field of public relations, marketing, communications, journalism, education, or a related field plus sufficient related work experience in public relations, marketing, communications, education, or citizen involvement programs. Experience with water resources management or other environmental management issues is highly desirable.

- Licensing Requirements:**
- N/A

- Knowledge:**
- Principles, practices, methods, and procedures for coordinating and operating a public relations and information program;
 - The role of public relations in public and private organizations;
 - Effective marketing techniques and strategies;
 - Curriculum development and education techniques;
 - Grant writing, application, and reporting requirements;
 - Media requirements and procedures as they relate to public relations and information

- Skills:** *(Demonstrated skill in performing the following)*
- Successfully marketing a City service or program to a variety of customers;
 - Identifying community and group needs, and developing a public relations and information strategy to match those needs;

Qualification For Grade Progression:
Grade progression is dependent on job duties and responsibilities associated with the position.

Physical Requirements Addendum

Sedentary Work: Exerting up to 10 pounds of force occasionally and/or a negligible amount of force frequently or constantly to lift, carry, push, pull or otherwise move objects, including the human body. Sedentary work involves sitting most of the time. Jobs are sedentary if walking and standing are required only occasionally and all other sedentary criteria are met. Further definition of the physical requirements of the position can be found in a job task analysis.

Regular and reliable attendance during normal business hours and occasional evening and weekends as required. Travel may be required.

Addendum History

Created: 2012.01
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