

**EL DORADO IRRIGATION DISTRICT**  
**Class Specification**

**CLASS TITLE: Communications Technician**

**DEFINITION**

Under supervision performs professional and highly technical duties related to the District's public information, outreach and education programs, District website, and social media. Develops and administers District website structures and revises web page layouts to maintain and ensure the navigational content, information architecture and usability features for District internet and intranet sites, and coordinates the day-to-day activities of administering and maintaining web content.

**DISTINGUISHING CHARACTERISTICS**

This is a journey single-level class where employees perform the full range of duties as assigned including providing technical and administrative support to the Public Information Officer (PIO). Employees at this level receive only occasional instruction or assistance as new, unusual or unique situations arise and are fully aware of the operating procedures and policies within the work unit.

**SUPERVISION RECEIVED AND EXERCISED**

Receives direction from the Public Information Officer in the performance of a variety of District-wide duties, initiatives and public information assignments.

**EXAMPLES OF ESSENTIAL DUTIES:** *the duties specified below are representative of the range of duties assigned to this class and are not intended to be an inclusive list.*

Acts as District intranet and internet website assistant administrator; designs and maintains web pages; integrates information from all departments; codes information for website as needed for ADA compliance; ensures consistency and relevancy of content and format; reviews other websites for ideas and linkage opportunities.

In coordination with the PIO, develops and maintains a strategic, effective, and engaging social media presence while promoting District programs, initiatives; and messaging related to news releases and public awareness campaigns.

Writes, edits and/or coordinates the design and dissemination of a variety of publications, including but not limited to, news releases, newsletters, press releases, internal communications, publicity and marketing materials, fact sheets, scripts, audio-visual recordings, informational brochures, website and news features, and other related data and information; works with PIO to develop media relations programs to facilitate distribution and communication of information about District services and programs.

Maintains and coordinates the District's various social media channels and broadcast email communications to the public; acts a lead person for District website redesign projects.

Develops creative and innovative content for the website and written publications; ensures accurate and current information is available regarding programs and services.

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Maintains knowledge of current website development practices, applications and technology; identifies, reviews, and recommends improvements.

Researches, analyzes, troubleshoots and resolves complex website content issues. Trains business users on the appropriate procedures and District standards for adding, editing, posting, and deleting of website content.

Responds to public, radio, television, and print media requests for information about District programs and services as well as unusual circumstances/situations of immediate public interest, including emergency information.

Conducts research and drafts message points on a variety of topics; creates templates for submission of District information; creates and documents style templates

Organizes and coordinates District participation in community events and/or programs; prepares materials for events; secures space; coordinates staff involvement.

Promotes and markets a wide variety of existing and new District services and activities; fosters public awareness of available services and programs.

Composes and prepares letters, brochures, and articles; submits articles and photographs to a variety of publications; maintains files of newspaper articles and clippings on District activities and promotional programs. Writes technical reports, correspondence and other written materials, shoots photographs and designs layout for internal and external communication pieces.

Assists other departments and District staff in the development of publications, promotional materials, and oral presentations as requested; attends meetings and make presentations to Board of Directors, staff, and other organizations. Attends District and community meetings and events; photographs District activities for publication.

Will provide supplemental support to the Office of the General Manager (OGM), and Clerk to the Board as required. Will monitor, record, and respond to public and internal communications in support of the District.

May provide administrative and technical support to other business units within the District.

Builds and maintains positive working relationships with co-workers, other District employees and the public using principles of good customer service.

Performs related duties as assigned.

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### **QUALIFICATIONS**

#### Knowledge of:

Thorough knowledge of the principles, techniques, and methods of public information and community relations. Advanced methods of preparing and presenting written and oral information. English usage, spelling, punctuation, and grammar, English composition; graphic arts and printing media. Techniques of working with the public on an individual and group basis. Current web content management, web programming languages and computer graphic applications; web design layout and formatting; web site operating systems and servers; automated forms and templates; contemporary trends and techniques in web design; principles of training; principles of research and problem solving. Principles and practices of customer service. District organization, services, and programs. Modern office equipment, including personal computer programs for word processing, spreadsheet, database, desktop, website, and audio/visual presentation applications.

#### Skill/Ability to:

Independently perform professional public information duties to promote and market District services and programs. Interpret and explain complex information in a clear and understandable manner. Prepare and make effective oral presentations to a variety of formal and informal audiences. Must be able to attend evening and weekend meetings on occasion, as required. Work may involve unusual and prolonged work schedules in response to events/incidents, emergencies, or disasters that require public information communications. Proficiently uses Adobe Creative Suite programs (InDesign, Photoshop, and Illustrator) to design a variety of publications and create images for use on the website and for social media. Identify business users' intranet page requirements and translate informational and esthetic content into a functional website in compliance with District standards. Manage projects. Function as expert on social media channels (Facebook, Twitter, etc.) and act as one of the District's key social media responders. Continually maintain proficiency with emerging web and social media technology, applications and tools related to such. Proficiently utilize current web applications and tools. Must have ability to transfer knowledge to business users on the use of web applications and tools and appropriate operating procedures. Identify problems, research and examine alternatives, make recommendations and implement improvements and/or corrective changes to web pages. Perform quality assurance testing on new web content design, updates, edits and improvement. Interpret and explain complex information in a clear and understandable manner. Prepare a variety of reports and maintain accurate records and reports. Establish and maintain effective working relationships with those contacted in the course of work. Exercise judgment and initiative. Communicate clearly and concisely, both orally and in writing. On a continuous basis, know and understand all aspects of the job; intermittently analyze complex information; observe and problem solve operational and technical policy and procedures. On a continuous basis, sit at desk for long periods of time; intermittently twist to reach equipment surrounding desk; perform simple grasping and fine manipulation; use telephone, and use a personal computer to prepare written and graphic materials; and lift or carry weight of 15 pounds or less.

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Experience and Education:

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

Experience:

Four years of progressively responsible professional and technical experience involving the development of public information, public relations, or community relations programs, including one year of responsible experience performing web page design and maintenance and utilizing social media technology.

Education:

Equivalent to a bachelor's degree from an accredited college or university with major course work in English, marketing, public relations, communications, journalism or a related field.

**SPECIAL QUALIFICATIONS**

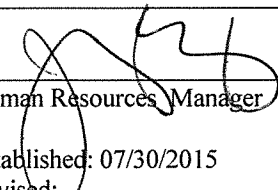
License and Certificate:

Possession of, or ability to obtain, a valid California driver's license at the time of appointment. Individuals who do not meet this requirement due to physical disability will be reviewed on a case-by-case basis.

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| <br>_____<br>Human Resources Manager | <u>7/31/2015</u><br>Date |
| Established: 07/30/2015<br>Revised:<br>FLSA: Non-Exempt<br>Unit: Non-Safety   |                          |