

PUBLIC RELATIONS COORDINATOR

**MERCED IRRIGATION DISTRICT
PUBLIC RELATIONS COORDINATOR**

Unrepresented – At Will Employee

DEFINITION:

Under administrative direction of General Manager or his/her designee plans and conducts public relations program designed to create and maintain a favorable public image for the District. This position will be responsible for maintaining the District's reputation, maintaining and improving public relations, ensuring public education and community involvement.

ESSENTIAL FUNCTIONS OF THE POSITION:

Plans and directs development and communication of information designed to keep the public informed of the District's programs, positions, policies, accomplishments and point of view.

Prepares and distributes fact sheets, news releases, newsletters, posters, photographs, scripts, and other publications to media representatives and other persons who may be interested in learning about or publicizing the District's activities or message.

Serves as a liaison to the media, writing news releases, monitoring media coverage, assembling media kits, writing and designing newsletters, posters, and publications.

Researches data, creates ideas, writes copy, lays out artwork, contacts media representatives, or represents the District directly with the general public.

Maintains the District's website and other medias of communication.

Confers with staff and supports personnel to coordinate media efforts.

Purchases advertising space and time as required.

Arranges for and conducts public contract programs designed to meet the District's objectives.

Promotes goodwill through such publicity efforts such as speeches, exhibits, tours and question/answer sessions.

Represents the District during community projects, public events and social and business gatherings.

Arranges for public relations efforts to meet the needs, objectives and policies of the District.

Coordinates the generation and publication of critical newsletters, public notices and press releases.

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Coordinates communication between the General Manager or his/her designee and the general public.

Verbally represents the District as required by the General Manager or his/her designee.

Establishes good rapport and interacts with members of the management team, management staff, Board of Directors and the public.

Performs other duties as assigned.

QUALIFICATIONS:

Education:

- BA degree or relevant and equivalent work experience in communications or public relations.

Experience:

- Minimum of three (3) years of increasingly responsible experience in Public Relations.
- Previous experience working with the media is a plus.
- Strong technical and presentation experience.

Demonstrate The Ability To:

- Communicate effectively both written and orally with outside agencies and the general public.
- Synthesize complex and diverse information and present to the general public and uses intuition and experience to complement data.
- Possess strong interpersonal and organizational skills and meet deadlines.
- Utilize advanced computer skills to create exceptional work product in the form of media releases, advertisements, website, etc.
- Multitask and meet several coequal comprehensive work product schedules with coequal deadlines and target deliverable dates.
- Perform a variety of responsible office technical and administrative duties that carry substantial responsibility.
- Initiate and perform detailed work with little supervision.
- Work cooperatively with others.

Knowledge of:

- Computer based media programs, including but not limited to web design and other design programs.
- Public agency divisions; public agency policies and procedures; Public Relations etiquette.

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- Business letter, media correspondence and report writing, including the use of proper English, grammar, spelling and punctuation; collecting and organizing data; superior technical and formal writing skills are essential.

Necessary Special Requirements:

- Possession of the appropriate valid Driver's License from the California Department of Motor Vehicles.

TYPICAL PHYSICAL DEMANDS (The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions):

- Communicates orally and in writing with District management, co-workers, and the public in face-to-face, and one-to-one settings.
- Regularly uses a telephone for communications.
- Uses office equipment such as computer terminals, copiers, mailing equipment, calculators and FAX machines.
- Sits for extended periods of time.
- Hearing and vision within normal limits.

Sitting: Remains in a seated position for up to eight (8) hours per day
Hands/Arms: Operates computer for up to eight (8) hours per day
Lifting: Raises and lowers boxes and equipment up to twenty-five (25) pounds.
Stooping: Bends body downward and forward by bending at the knees or waist
Talking: Expresses ideas and shares information by means of spoken work in person and by telephone.
Hearing: Hears well enough to receive communications in person and by telephone.
Vision: Reads written and video messages for up to eight (8) hours per day. Operate vehicles and office equipment.

PHYSICAL EXAMINATION:

Must pass a physical examination, which includes substance screening, before employment with the District.

SUPERVISION:

The position receives general supervision from the General Manager and/or his/her designee.

TOURS ON TAP

Feb. 16-18

The Arizona Water Resources Tour Field Trip by the Water Education Foundation is Feb. 16-18. More information is at www.watereducation.org or call 916.444.6240.

March 16-18

The Lower Colorado River Tour Field Trip by the Water Education Foundation is March 16-18. More information is at www.watereducation.org or call 916.444.6240.

April 13-15

The Central Valley Tour Field Trip by the Water Education Foundation is April 13-15. More information is at www.watereducation.org or call 916.444.6240.

May 4-5

The Flood Management Tour Field Trip by the Water Education Foundation is May 4-5. More information is at www.watereducation.org or call 916.444.6240.

June 15-17

The Bay-Delta Tour Field Trip by the Water Education Foundation is June 15-17. More information is at www.watereducation.org or call 916.444.6240.

Oct. 12-14

The Northern California Tour Field Trip by the Water Education Foundation is Oct. 12-14. More information is at www.watereducation.org or call 916.444.6240.

Nov. 2-3

The San Joaquin River Restoration Tour Field Trip by the Water Education Foundation is Nov. 2-3. More information is at www.watereducation.org or call 916.444.6240.

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The Merced Irrigation District (MID) is accepting applications for the position of Public Relations Coordinator. Under direction of General Manager this position plans and coordinates public relations programs designed to create and maintain a favorable public image for the District. This position will be responsible for maintaining the District's reputation, maintaining and improving public relations, ensuring public education and community involvement.

MID is located in California's agriculturally-rich Central Valley and is the leading provider of clean, affordable irrigation water for its 2,200 growers. The District is the 25th largest public utility in the State, supplying electric service to commercial, industrial and residential customers in Eastern Merced County. The District owns Lake McClure and Lake McSwain and operates five recreation areas adjacent to these facilities. Lake McClure is formed by New Exchequer Dam, a rock filled dam with reinforced concrete lining on the Merced River. At the base of the dam is a hydroelectric generation facility with a capacity of 94.5 MW of power. MID is within two hours of San Francisco, Sacramento, Monterey and Yosemite.

Qualifications include a BA degree or relevant and equivalent work experience in communications or public relations. A minimum of three (3) years of increasingly responsible experience in Public Relations with strong technical and presentation experience. Previous experience working with the media is a plus. Must be able to demonstrate the ability to communicate effectively both written and orally with outside agencies and the general public. Synthesize complex and diverse information and present to the general public and use intuition and experience to complement data. Possess strong interpersonal and organizational skills and meet deadlines. Utilize advanced computer skills to create exceptional work product in the form of media releases, advertisements, website, etc. Multitask and meet several coequal comprehensive work product schedules with coequal deadlines and target deliverable dates. Perform a variety of responsible office technical and administrative duties that carry substantial responsibility. Initiate and perform detailed work with little supervision.

Salary DOQ. The Merced Irrigation District is a public agency offering a comprehensive benefit program along with participation in California Public Employees Retirement program. This solicitation remains open until the position is filled.

To apply, send resume with cover letter indicating current salary, four work-related references, and accomplishments in current or past roles. Please submit examples of work product/portfolio with your application. Forward your materials to:

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