



JOB DESCRIPTION

Job Title: Communications Specialist I-II	FSLA Status: Exempt
Reports to: Communications Division Manager	Representative: MSPC
Effective Date: May 2026	Statement of Economic Interest: Yes

COMMUNICATIONS SPECIALIST I-II

JOB SUMMARY

Provide accurate, effective and timely communication, both written and visual, to employees and the public regarding the District and its actions, in support of TID strategic goals and fulfillment of the organization’s mission and vision; maintain District’s social media presence; maintain and update websites, including maintaining mandated accessibility compliance levels; perform as alternate District spokesperson to media organizations and news publications; respond to questions from the public; organize and participate in various District events and activities.

DUTIES AND RESPONSIBILITIES

Develop and implement communications strategies, plans, programs and projects in support of the Division’s and District’s mission and goals.

Plan, organize and develop written and visual content for a variety of internal and external District communication formats.

Perform or coordinate the graphic design of various internal and external publications, such as newsletters, annual reports, brochures, surveys, booklets, and fact sheets.

Maintain the District’s presence on current and future social media channels. Track and review analytics to develop plans and initiatives to improve upon that presence.

Maintain District web content and website organization, including maintaining mandated accessibility compliance, and coordination with outside vendors on general maintenance and compliance. Support maintenance and compliance efforts of TID adjacent websites.

Coordinate TID Water & Power Podcast, including buildout of topics and guest schedules, recording, editing and final production of monthly release.

Manage and improve District media monitoring platforms; locate, copy, and distribute news articles that pertain to District and its activities.

Communications Specialist I-II

Communicate with media and members of the public concerning the District and the issues it faces, and when necessary, perform as an alternate media contact and spokesperson for the District. Exercise sound judgement in responding to social media comments, questions and misinformation.

Support internal communications with regular updates to internal employee portal.
Represent the District at various utility industry, business, community and educational functions.

Assist in planning, organizing and participating in various internal and external events such as tours, community event booths and TID hosted programs and events.

Capture photography and videography needs of the District at work sites, events and in-office.

Comply with and enforce all District rules, regulations, policies and procedures.

Perform other related duties as required or assigned by supervisor.

QUALIFICATIONS

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

Communications Specialist I

Education

Usually exhibited by a person with a Bachelor's degree from an accredited college or university with major coursework in communications, journalism, public relations, business, marketing, English or related field.

Experience

Usually exhibited by a person with two (2) years of increasingly responsible professional experience in the field of communications, other related experience may be substituted.

Communications Specialist II

Education

Usually exhibited by a person with a Bachelor's degree from an accredited college or university with major coursework in communications, journalism, public relations, business, marketing, English or related field.

Experience

Usually exhibited by a person with four (4) years of increasingly responsible professional experience in the field of communications, other related experience may be substituted.

Communications Specialist I-II

Necessary Special Requirement

Possession of an appropriate California driver's license.

Must file a Statement of Economic Interest in compliance with Governmental Code Section 81000.

Sign & Acknowledge a Confidentiality Agreement.

Skills and Abilities

Interpersonal and Communication: Must have the ability to: communicate clearly and concisely, both orally and in writing with a broad spectrum of employees and outside contacts in the media, community and utility industry; understand and exercise TID voice and tone in all communications; develop and maintain business relationships with internal and external personnel; and demonstrate teamwork and cooperation. Must have a broad knowledge of the District and the issues currently facing the public utility industry. Must maintain confidentiality. Maintain a positive work atmosphere by acting and communicating in a manner so as to further positive relationships with customers, clients, co-workers, vendors, and management.

Technical and Analytical: Must have knowledge of: graphic design software and platforms used in the production of publications and printed material. Must have ability to write and edit articles for publication, and have a sense of design for advertisements, publications, and displays, as well as creatively design and develop a broad range of communication materials for internal and external audiences. Proficiency in the use of a camera and audio and video recording and editing, and other multimedia forms of communication. Must be competent in tracking and incorporating learning from analytical data to continually improve programs and projects.

Administration and Operations: Must have ability to: work independently and operate with minimal supervision; prioritize a widely fluctuating workload; work well under pressure and meet continuous deadlines with a high degree of accuracy. Must have excellent organizational and planning skills. Must be flexible in assisting members of the Division in supporting weekend, evening and early morning activities, as needed.

EMPLOYEE ACKNOWLEDGMENT

I acknowledge that I have received a copy of the Job Description “Communications Specialist I-II”.

Name: _____

Date: _____

Signature: _____