

## Public Relations (PR) Specialist / Senior PR Specialist

### Job Description

**PR Specialist Annual Compensation Range: \$108,971 - \$139,068**

**Senior PR Specialist Annual Compensation Range: \$126,152 - \$160,992**

**Annual Compensation Range Dependent upon Qualifications**



### **Ideal Candidate**

Under general direction, the PR/Senior PR Specialist will manage various administrative tasks and support the District's public information initiatives.

### **About the Position and Department**

This is an hourly, non-exempt position reporting directly to the District & Community Relations Manager. This role is essential to program development and execution, managing internal and external communications, community outreach, and public education. This position will be part of a dedicated, service-oriented team where collaboration and leadership are promoted at all levels.

### **PR Specialist:**

Under General Supervision, Essential Functions May Include:

- **Community Engagement:** Develop and deliver presentations; actively participate in community outreach events, webinars, and public forums to inform and educate on District issues, policies, and initiatives.
- **Public Information:** Write, edit, and distribute press releases, articles, newsletters, and other content; create engaging material for the District's social media platforms and website. Monitor and respond to social media conversations, addressing inquiries and promoting District messages.
- **Multimedia Content Creation:** Create and develop photographs, videos, and infographics to enhance outreach and engagement efforts.
- **Partnership Building:** Develop and maintain relationships with government agencies, non-profits, community leaders, and other partners to foster collaboration and transparency.
- **Brand and Messaging Consistency:** Ensure all public-facing communications align with the District's brand guidelines and uphold a positive organizational image. Ensure accuracy in spelling, grammar, and formatting.
- **Website Management:** Maintain and update the District's website, ensuring accurate, engaging, and user-friendly content and design.
- **Internal Communications:** Share public information strategies and updates with employees to maintain consistent messaging across the organization.
- **Crisis Communications:** Assist in developing and implementing communication strategies during emergencies to ensure timely and clear public messaging.
- **Advocacy and Education:** Communicate and advocate for policies, initiatives, and campaigns aligned with the District's mission. Develop educational materials and participate in school programs and other educational initiatives.
- **Cross-Department Collaboration:** Partner with other departments to create cohesive messaging and outreach efforts.

- **Professional Development:** Attend relevant industry conferences and meetings to stay informed about trends and best practices. Proactively pursue education on District initiatives and cross-training.
- **Support Conservation Efforts:** Assist the water conservation and efficiency team in water conservation programs, messaging, outreach efforts and campaigns as needed.

### **Senior PR Specialist:**

Under Minimal Supervision, Essential Functions May Include:

- **Community Engagement:** Develop and deliver presentations; oversee community outreach events, attend webinars, and public forums to inform and educate on District issues, policies, and initiatives.
- **Public Information:** Develop and maintain relationships with journalists, editors, and other community partners. Write, edit, and distribute press releases, articles, newsletters, and other content; craft and execute PR campaigns that align with District goals (i.e., Prop 218 campaigns, etc.), create engaging material for the District's social media platforms and website. Monitor and respond to social media conversations, addressing inquiries and promoting District messages.
- **Multimedia Content Creation:** Lead content development projects, create and develop photographs, videos, and infographics to enhance outreach and engagement efforts. Collaborate with external vendors to create materials.
- **Partnership Building:** Develop and maintain relationships with government agencies, non-profits, community leaders, and other partners to foster collaboration and transparency.
- **Internal Communications:** Work closely with internal partners to ensure alignment on messaging and District initiatives.
- **Crisis Communication:** Develop and implement communication strategies during emergencies to ensure timely and clear messaging.
- **Analytics & Reporting:** Oversee state reporting related to public information.
- **Advocacy and Education:** Communicate and advocate for policies, initiatives, and campaigns aligned with the District's mission. Develop educational materials and participate in school programs and other educational initiatives.
- **Professional Development:** Attend relevant industry conferences and meetings to stay informed about trends and best practices.
- **Support Conservation Efforts:** Assist the water conservation and efficiency team in water conservation programs, messaging, outreach efforts and campaigns as needed.

### **Other Duties and Requirements**

- Performs related duties as assigned.
- Comply with all District policies throughout employment.

### **Knowledge, Skills & Abilities**

- Strong written and oral communication skills.
- PR Specialist:
  - Two (2) years of increasingly responsible experience in public relations, or similar field (*required*).
- Senior PR Specialist:
  - Five (5) years of increasingly responsible experience in public relations, or similar field (*required*).
- Individuals who do not meet these requirements may be considered for alternative entry-level positions.

### **Required Licenses and/or Certifications**

- Transportation: Employee is responsible to make transportation arrangements (whether by holding a valid driver's license, or, utilizing rail, bus, ride sharing, taxi or similar means) to effectively and timely complete duties, with reasonable transportation costs reimbursed per District policy.
  - If choosing to drive a vehicle for transportation, the employee must hold a valid California Driver's License and maintain and provide proof of a driving record free from multiple or serious traffic violations or accidents for two (2) consecutive years.

### **Environmental Factors**

- Exposure to the sun: 10% or less work time spent outside a building and exposed to the sun.
- Ability to navigate uneven surfaces, with or without assisting devices.
- Irregular or extended work hours: Occasionally required to change working hours or work overtime and/or weekends.

### **Typical Physical Activities**

- Diablo Water District supports modern ergonomics and safety protocols in all its daily practices.
- Communicates orally with District staff and the public in face-to-face, one-to-one settings.
- Regularly use a telephone and email for communication.
- Uses office equipment such as computer terminals, copiers, and FAX machines.
- May occasionally travel by airplane and automobile in conducting District business.
- Work at a desk for an extended period.
- Ability to lift and carry 30 pounds, bend, crouch, and stoop to perform routine office functions.

Diablo Water District is an Equal Opportunity Employer. All qualified candidates will receive consideration for employment without regard to protected categories as defined by federal, state, and/or local laws. The District is committed to utilizing the principles of Diversity, Equity, and Inclusion to guide its employment and customer policies and practices. For more information on our DEI Policy, please [click here](#).