

YOLO-SOLANO AIR QUALITY MANAGEMENT DISTRICT

PUBLIC INFORMATION OFFICER

Department: Administration

Reports To: Administrative Services Manager

FLSA Status: Non-Exempt

Employment Group: Employee Association – Represented / Regular Full-Time

Approved/Revised: 09/2024

DEFINITION

Under general supervision, develops, coordinates, and implements the District's public information, community outreach, and public education programs. Serves as the District's primary liaison to the public, media, and community organizations by communicating information about District programs, air quality issues, public health, and community events. Performs related duties as assigned.

SUPERVISION RECEIVED AND EXERCISED

Receives general supervision from an assigned lead person, supervisor, or manager. May provide functional and technical direction to staff, consultants, interns, volunteers, and others assisting with assigned projects and programs.

CLASS CHARACTERISTICS

This journey-level classification plans, coordinates, and implements the District's comprehensive public information, outreach, education, and community relations programs. Incumbents exercise considerable independent judgment and initiative in developing communication strategies, responding to media and public inquiries, and representing the District before community organizations, government agencies, educational institutions, and the public.

Responsibilities include developing publications, marketing campaigns, educational programs, presentations, digital communications, and outreach materials that increase public awareness of the District's mission, programs, regulatory responsibilities, and the health impacts of air pollution. The position also serves as the District's webmaster and requires proficiency in desktop publishing, graphic design, website content management, public speaking, and professional writing.

Attendance at evening and weekend meetings and community events is required.

EXAMPLES OF ESSENTIAL JOB FUNCTIONS

Management reserves the right to add, modify, change, or rescind the work assignments of this position. Management will make reasonable accommodations so that qualified employees can perform the essential functions of the job.

- Develop, implement, and evaluate comprehensive public information, community outreach, and public education programs that increase awareness of the District's mission, programs, services, and air quality initiatives.
- Analyze public awareness and understanding of District programs and evaluate the effectiveness of public information and outreach activities.
- Prepare and distribute news releases, media advisories, newsletters, brochures, fact sheets, presentations, reports, graphics, charts, videos, and other communication materials for print, digital, and social media platforms.
- Represent the District at public meetings, conferences, community events, trade shows, educational programs, professional organizations, and meetings with local, regional, state, and federal agencies.
- Deliver presentations to community groups, schools, businesses, elected officials, and other stakeholders regarding District programs, air quality issues, and public health.
- Coordinate the preparation, formatting, publication, and distribution of Board of Directors meeting materials and supporting documentation.
- Research, analyze, and summarize technical information to prepare reports, press releases, presentations, educational materials, and other public communications.
- Monitor proposed legislation and regulatory activities and evaluate potential impacts on District programs and operations.

- Respond to inquiries from the public, media, businesses, and governmental agencies regarding District regulations, permitting, enforcement activities, legal authority, air quality conditions, and District programs.
- Develop educational curriculum and classroom presentations related to air quality and environmental stewardship.
- Plan and coordinate news conferences, public meetings, outreach campaigns, and special events.
- Coordinate the timely dissemination of air quality advisories, smoke advisories, and other public health notifications through established communication channels.
- Develop and implement communication and marketing strategies that support District goals and initiatives.
- Format, publish, and distribute District regulations, rule amendments, newsletters, reports, and other official publications.
- Maintain accurate records of outreach activities, media contacts, public records, and communications projects; prepare periodic and special reports.
- Compile and package technical air quality information in collaboration with other District divisions for reports, presentations, and public communications.
- Monitor print, broadcast, and digital media coverage of District activities and provide summaries to the Board of Directors and District management.
- Administer the District's Public Records Act (PRA) program, including coordinating responses to public records requests.
- Support grant implementation activities and maintain accurate records of grant-related work and time.
- Establish and maintain effective working relationships with community organizations, public agencies, educational institutions, media representatives, elected officials, District staff, and the public.
- Perform other duties as assigned.

QUALIFICATION GUIDELINES

Education and Experience:

Any combination of education, training, and experience that provides the required knowledge, skills, and abilities is qualifying. A typical way to obtain the required qualifications is:

- Bachelor's degree from an accredited four-year college or university with major coursework in public relations, communications, journalism, marketing, public administration, or a closely related field; **and**
- Two (2) years of progressively responsible professional experience in public relations, public information, communications, community outreach, or a related field.

KNOWLEDGE AND ABILITIES

Knowledge of:

- Principles, practices, and functions of public agencies, including the role and responsibilities of an elected governing board.
- Principles and practices of public information, public relations, community engagement, mass communications, and media relations.
- Print, broadcast, digital, and social media communication strategies and best practices.
- Journalism, technical writing, editing, and content development.
- Graphic design, desktop publishing, website content management, printing processes, layout, and visual communications.
- Website management systems, desktop publishing software, word processing, presentation, and graphic design applications.
- Air pollution, environmental issues, public health, and regulatory programs.
- Records management, report preparation, filing systems, and document retention practices.
- Standard office procedures, practices, and equipment.
- Occupational hazards and safe work practices.
- English usage, grammar, spelling, punctuation, and vocabulary.
- Customer service principles and techniques for effectively interacting with the public, media, contractors, vendors, partner agencies, elected officials, and District staff.

Ability to:

- Write clearly, accurately, and concisely for a variety of audiences and communication platforms.
- Communicate effectively, both orally and in writing, including delivering engaging public presentations.
- Develop, design, and produce effective outreach, educational, and marketing materials.
- Work independently while managing multiple projects and competing priorities.
- Organize work, establish priorities, meet deadlines, and follow through with minimal supervision.
- Use desktop publishing, graphic design, website management, and standard business software applications.
- Research, compile, analyze, and summarize technical and complex information for public audiences.
- Read, interpret, and accurately present technical data.
- Exercise sound judgment and make decisions within established policies and procedures.
- Respond professionally and effectively to questions and concerns from businesses, public agencies, elected officials, contractors, media representatives, and members of the public.
- Analyze complex issues and develop practical and effective communication strategies.
- Interpret, apply, and explain District policies, procedures, and regulations.
- Follow written and verbal instructions.
- Observe safe work practices.
- Establish, maintain, and foster positive working relationships with those encountered in the course of work.
- Exercise tact, discretion, initiative, and independent judgment while representing the District.

PHYSICAL DEMANDS

Must be able to perform the essential functions of the position. Work is performed primarily in an office environment and requires prolonged sitting, standing, walking, reaching, bending, twisting, kneeling, stooping, squatting, and repetitive hand movements. The position requires sufficient hand-eye coordination and fine motor skills to operate computers, keyboards, audiovisual equipment, and other office equipment.

Employees must be able to occasionally lift, carry, push, or pull files, presentation materials, displays, and other equipment weighing up to 25 pounds. Regular travel by vehicle to meetings, schools, community events, and other locations throughout the District is required.

Employees may occasionally interact with individuals who disagree with District programs or regulatory requirements. The ability to remain professional and exercise diplomacy, tact, and sound judgment in these situations is essential.

WORKING CONDITIONS

Work is performed in both office and field environments, including community centers, schools, government facilities, conference venues, and outdoor public events. Employees may occasionally work outdoors in varying weather conditions and may be required to work evenings or weekends to attend meetings, educational programs, and community outreach events. Travel throughout the District is required.

SPECIAL REQUIREMENTS

This position requires possession of, or the ability to obtain and maintain, a valid California Class C driver's license.