



PUBLIC RELATIONS SPECIALIST / SENIOR SPECIALIST

Diablo Water District

PR Specialist Annual Compensation Range: \$100,817 - \$128,668

Senior PR Specialist Annual Compensation Range: \$116,688 - \$148,948

PR Specialist Annual Compensation Range: \$100,817 - \$128,668

Senior PR Specialist Annual Compensation Range: \$116,688 - \$148,948

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.
- 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.
- 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.

Please visit our website at <https://diablowater.org/aboutus/human-resources/employment-opportunities/> to see the full job description, including requirements.

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