

Sacramento Suburban Water District Classification Specification

Job Class: Conservation and Communications Supervisor

FLSA Status: Exempt

Effective Date: October 2022

Definition

Plans, organizes, assigns, and supervises a variety of District water use efficiency and demand management programs, administers grants and contracts, supervises conservation staff and seasonal positions, coordinates and participates in public outreach activities designed to promote water efficiency, actively participates in regional conservation planning efforts, manages District conservation and social media outreach and communications activities, including participation in local community outreach groups, and may act as one of the District's points of contact for public media interaction.

Distinguishing Characteristics

This supervisor level position is responsible for planning, assigning, and evaluating the work of subordinates and is responsible for a program area within a work unit or department. Assignments and potential emergency actions require incumbents to use independent judgment, initiative, and perform essential activities within established operational parameters.

Examples of Essential Duties

The following duties are typical for this classification. Depending upon the assignment, the employee may not perform all of the listed duties and may be required to perform additional or different duties from those below to address business needs and changing business practices. Management retains the right to add, remove, or change duties at any time.

- Recommends and assists with the implementation of goals and objectives for water conservation, including schedules and methodology; implements policies, procedures, and safe work practices.
- Plans, prioritizes, assigns, supervises, and reviews District's water conservation programs.
- Participates in budget preparation and administration, including cost estimates, justifications for services, labor, materials, and related resources for projects and programs; controls expenditures.
- Recommends the appointment of personnel; provides or coordinates staff training and conducts performance evaluations.
- Evaluates and interprets statewide and local water conservation measures to ensure District compliance.
- Reviews, tracks, and provides updates regarding pertinent proposed legislation.
- Recommends and assists in the implementation, scheduling, and promotion of strategies and objectives for the District's social media communication and public outreach activities, utilizing current trends in public information outreach.

- Coordinates water conservation activities with other departments and outside agencies and organizations; prepares and presents staff reports and other necessary correspondence.
- Participates on a variety of boards; represents the District as required.
- Serves as one of the District's contacts with the media; initiates media/press releases.
- Participates in the preparation and editing of various written materials, including newsletters, brochures, and flyers; develops, designs, organizes, and maintains District public display materials.
- Administers the District's website to ensure all content is updated on a regular basis, including coordination with District staff to ensure that associated information remains up-to-date and accurate.
- Assists with District and regional grant efforts; administers District grants and other alternative funding sources for all conservation-related programs.
- Prepares and administers contracts for professional services related to water conservation activities.
- Maintains regular attendance and adheres to prescribed work schedule to conduct job responsibilities.
- Builds and maintains positive working relationships with coworkers, other District employees, media contacts, and the public using principles of good customer service.
- Performs related duties as assigned.

Minimum Qualifications

Knowledge Of:

- Principles and practices of water conservation, use efficiency, demand management measures, and landscape irrigation practices.
- Knowledge of current and emerging communications and social media trends and practices.
- Practices of grant writing and administration.
- Local, State and Federal laws, regulations, ordinances and rules related to water use efficiency and demand management.
- Research techniques, methods and procedures.
- Water Conservation program evaluation and implementation methods.
- Principles of basic algebra.
- Modern office methods, procedures, and equipment including common office computer software and database programs, including the Microsoft Suite of Programs (Word, Excel, Outlook, Access, and PowerPoint).
- Websites created in a Content Management System (CMS) environment.
- Principles of budget development and expenditure control.
- Principles of supervision, training and management.
- Principles and practices of leadership, motivation, team building and conflict resolution.
- Techniques and principles of effective interpersonal communication.
- Principles and practices of good customer service, including handling customer complaints.
- Principles and practices of work safety.

Ability To:

- Plan, organize, implement, and direct water efficiency and demand management programs and activities, including participation at a regional level.

- Collect, compile, analyze, and evaluate technical data relating to assigned programs, specifically including water use and supply data, and assess the cost effectiveness of water conservation programs.
- Initiate decisions regarding District public outreach communications, including social media.
- Research, analyze, and interpret State laws and proposed legislation affecting water use and conservation.
- Maintain complete and accurate records; prepare written reports and correspondence.
- Communicate effectively verbally, in writing, and via the media.
- Effectively represent the District's water conservation program and outreach activities to the Board of Directors and at functions with the general public and other organizations.
- Gather, organize, and process data; work from diagrams, plans, maps; and interpret specifications.
- Plan, develop, and justify budgets; operate within budget parameters.
- Add, subtract, multiply, and divide in all units of measure, using whole numbers, common fractions and decimals, and calculate basic algebraic equations.
- Graphically convey information in multiple formats, including Excel spreadsheets and graphic functions.
- Prioritize tasks, use time wisely and complete work in a timely manner.
- Effectively supervise, train and evaluate assigned personnel.
- Operate a computer for word processing, database, and department specific software.
- Establish and maintain cooperative working relationships with coworkers, outside agencies, vendors, consultants/contractors, the media, and members of the public.
- Pass pre-employment physical, drug and alcohol examination, and background check.

Experience and Education:

Experience:

Four (4) years of increasingly responsible experience in a California water efficiency and demand management program, including two (2) years' journey level experience equivalent to a Water Conservation Technician II, preferably with two (2) years of increasingly responsible experience in public engagement and outreach, including media communications, social media, governmental boards and commissions, or community groups in a public agency.

AND

Education:

Bachelor's Degree from an accredited college or university in Water Conservation, Biology, Botany, Hydrology, Horticulture, Landscape Architecture, Business, Communications, or a closely related field from an accredited college or university. Two (2) years of qualifying experience may be substituted for one (1) year of the required education with a high school diploma or equivalent.

License and/or Certificates:

- Valid Driver's License issued by the California Department of Motor Vehicles and proof of good driving record as evidenced by the absence of multiple or serious traffic violations or accidents for at least two (2) years duration. The driving record will not

contribute to an increase in the District's automobile rates. Individuals who do not meet this requirement due to a physical disability will be considered for accommodation on a case-by-case basis.

Working Conditions and Physical Demands

The conditions herein 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 job functions.

- Ability to work after hours and on weekends as required.
- Travels occasionally by airplane and frequently by automobile in conducting District business.
- Communicates verbally with District management, coworkers and the public in face-to-face, one-to-one, group, and media settings.
- Regularly uses a telephone for communication.
- Regularly uses office equipment such as computers and copiers.
- Ability to carry, reach and lift supplies and equipment weighing up to 30 pounds.
- Ability to push, pull and maneuver supplies and equipment of varying weights and configurations.
- Ability to stoop, kneel, crouch, crawl and climb during field work.
- Stands and walks for extended time periods and on uneven terrain.
- Works outdoors as needed in all weather conditions with exposure to dust, dirt, water and significant temperature changes between cold and heat.
- Hearing and vision within normal ranges with or without correction.

The specific statements shown in each section of this class specification are not intended to be all-inclusive. They represent typical elements and criteria necessary to successfully perform the job.

APPROVED:

Dated: October 20, 2022

By: 
Dan York
General Manager

Employee Statement:
I certify I have read, understand, and acknowledge receiving a copy of this class specification.

Employee Signature _____ Date _____