



USUAL & CUSTOMARY JOB ANALYSIS/DESCRIPTION

JOB TITLE:	Community Outreach Specialist
DEPARTMENT:	Environmental Services
EMPLOYER:	Vallejo Sanitation and Flood Control District 450 Ryder Street, Vallejo, California 94590
DATE PREPARED:	6/9/2004
WORK SCHEDULE/HOURS:	9/80 work schedule; 8 to 9 hours per shift, 4-5 days per week
EMPLOYEE:	
D/I:	
CLAIM NUMBER:	

Employer's Business: The employer, Vallejo Sanitation and Flood Control District, is a government agency responsible for the collection and treatment of wastewater from the sanitary sewer system and the protection from storm water.

Job Functions

Overview:

To provide and assist with a variety of customer relations, community outreach activities and public information/education programs, assist the Environmental Services Director in planning, developing, coordination and implementation of a variety of public information and community education programs; perform a variety of administrative and operational functions in support of assigned customer relations and community outreach projects/programs; perform a variety of duties in planning, organizing, coordinating and administering a District-wide public information program ; to advise and assist management in all public information activities; and, perform other related responsible work as required.

Essential Functions:

- The employee assists with the planning, developing and implementation of a variety of customer relations, public information, community outreach/education activities, and related projects in support of the District's programs and services.
- The employee initiates, develops and maintains positive contacts with local and regional governments, industry associations/committees, community organizations and media representatives in support of the District's capital projects and/or existing and future programs and services.
- The employee represents the District in a variety of community outreach activities and public education programs; speaks to groups and individuals regarding District programs and efforts and participates as an active and contributing member of designated community organizations, industry specific committees/project teams, and special interest work groups as a representative of the District as assigned.
- The employee assists with the development of a variety of written publications such as reports, fact sheets, brochures, features articles, media releases, and other material for newspapers, public service announcements, internet communications and internal dissemination as assigned.
- The employee assists in the preparation of reports, manuals, memoranda, correspondence, and other documents of materials based on data collection and analyses for outside agencies, customers or the general public as assigned.
- The employee initiates, coordinates and implements outreach projects and activities with schools, assists and participates in the design of age appropriate curricula to educate students regarding a variety of pollution prevention and environmentally

supportive programs and services, makes presentations and leads participatory discussions with teachers and students as a representative of the District as assigned.

- The employee initiates, develops and maintains collaborative “partnerships” with local, regional and statewide organizations, agencies and businesses to develop, implement and promote a variety of programs and projects consistent with the District’s goals and services, represents the District needs and priorities with these “partnerships”.
- The employee initiates, coordinates and participates in the development and production of a variety of publications, slide shows, videos, exhibits, websites, photographs, and/or marketing materials, schedules and coordinates production tasks; provides oversight and direction to assigned project team.
- The employee schedules and makes arrangements for, and participates in tours and conferences as assigned; organizes, coordinates and promotes meetings and other community/public oriented events as assigned.
- The employee researches and maintains awareness of current and proposed state and local regulations, ordinances and legislation as it relates to District programs, services and customer/community relations.
- The employee utilizes a computer keyboard, mouse, and views a monitor to enter/retrieve data including reports, website development, etc.
- The employee utilizes a writing utensil to complete paperwork including logs and reports.
- The employee operates a district vehicle. Includes ascending one step, maneuvering a steering wheel, pressing 2 foot pedals in conjunction with using a cushioned seat. The employee travels to schools, storefronts and other related sites.
- The employee coordinates and sets up for public educational events, includes loading and unloading pamphlet boxes, tables, a canopy, four concrete buckets to secure the canopy and other related items. The employee communicates with the public and distributes educational items including brochures and pamphlets.
- The employee utilizes a telephone handset to make or retrieve phone calls, as needed. This includes utilizing the handset and when making calls pressing 7 to 10 buttons to make a call.
- The employee, during an educational tour, utilizes a probe to measure water temperature, includes dipping the probe in the water and thereafter assessing the measurement.
- The employee coordinates and conducts wastewater plant tours. Includes guiding students through the plant and as needed ascending/descending stair flights.

Marginal Functions:

- The employee utilizes a copier to make copies, as needed. This entails opening the copier door in an upward/downward motion (exertion <5 lbs.), placing the paperwork on the copier and pressing a button to activate the copier. Alternatively, the employee places a stack of papers on a document holder and presses a button to activate.
- The employee retrieves and sets paperwork/files in and out of file cabinet drawers.
- The employee utilizes a fax machine, as needed. This includes setting individual papers in the fax machine, pressing 7 to 10 buttons to obtain the desired telephone numbers and pressing a button to activate the fax.

This position encompasses many different tasks under Essential Functions. The following task statements detail what tasks comprise each of the areas of responsibility.

Media Relations:

- Direct and coordinate the District's media relation including serving as the District's Public Information Officer. Ensure effective, proactive agency communication.
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- Serve as principal District spokesperson to the media and community; accessible after regular working hours, weekends and holidays (scheduled and unscheduled),
- Evaluate and advise executive-level staff and direct agency responses to media inquiries.
- Handle emergency communications involving crisis or unforeseen circumstances requiring research writing, editing and speaking. Knowledge of NEMS/SEMS and incident command structure PIO responsibilities.
- Support Solano County of Office of Emergency Services, and other public agencies, as needed with media relations and public outreach. Coordinate with local, state, and federal PIOs as necessary.
- Advise management on public information strategies, agency responses to media inquiries, media presentations and publications.
- Assess the public reaction to management's policies and program decisions.
- Create and maintain a media log; newspaper, radio and television coverage by news agencies.
- Suggest actions and strategies to effectively communicate significant agency policies and program. Deal with controversial or emotionally-charged issues.

Community Outreach/Public Information:

- Create, research, write, design, and manage print process for attractive, easy-to-read District newsletter mailed with bi-monthly bills to 35,000 households in Vallejo. Newsletter is one of the key conduits for informing the general public about all aspects of the District's work including billing, construction and development, new regulations, pollution prevention, etc.
- Plan site selection and volunteer jobs/work sites; partner with local and county non-profits, agencies and companies; recruit and train site captains; recruit and supervise 300-400 volunteers at more than 12 sites throughout Vallejo; promote event through advertising, poster design, print and distribution for variety of community venues, mailers, flyers, news releases and radio and newspaper interviews. Coordinate with other planners in County to maximize coverage.
- Plan event and staff needs for Earth Day on an annual basis. Includes media promotion and coverage and staffing booth.
- Educate public about less-toxic options to improve water quality.
- Stage open houses, media presentations around any special event for the public.
- Coordinate the development, implementation and updating of the District's public website.
- Organize and coordinate meetings and workshops involving special issues, conferences, etc. Organize and coordinate public education events.
- Create and coordinate the District's Speakers Bureau including promote bureau to local service clubs and organizations; recruit and develop speakers; schedule speaking events; schedule speaking engagements; evaluate speakers; and, act as speaker.

- Create, promote, implement and evaluate the effectiveness of a variety of pollution prevention activities including residential FOG (fats, oils, grease); paint, dental mercury amalgam, pet waste, trash and recyclables; proper use and disposal of pesticides, used cooking oil, herbicides, and fertilizers. Create partnerships with store managers and dental office managers, along with providing information for employee training.
- Respond to inquiries by the public.
- Negotiate, write, and design advertising.
- Represent the District to outside groups and organizations including formal presentations; participate in outside community and professional groups and committees; and, provide media and marketing assistance.
- Help create policy and procedure for reverse 911 emergency response system.
- Write annual Pollution Prevention report to Regional Water Quality Control Board; assist with annual Stormwater report.

Vallejo Watershed Alliance:

- Coordinate community-wide volunteer activities and outreach for the Alliance; write reports, grants, flyers, press releases and minutes; develop and maintain website; manage mailbox, telephone; and, coordinate with community stakeholders in identifying and implementing programs.
- Write application to National Park Service for organizational development support for community-based watershed protection group, successful two years in a row.
- Manage the District's partnership with the California Native Plant Society, ensuring smooth operation of the on-site nursery.
- Supervise and train volunteers and steering committee officers.
- Develop and produce Vallejo area watershed map for use as educational tool for students, volunteers, etc.

Minimum Qualifications

EDUCATION & EXPERIENCE

- Equivalent to graduation from high school supplemented by an Associate Degree with coursework in English, mass communications or journalism and two (2) years of experience in a related field. Experience may be substituted for education on a one (1) year of experience for one year of education basis up to a maximum of one (1) year. Experience must be in a field performing tasks similar to those described herein.

KNOWLEDGE, SKILLS & ABILITIES

- Standard and accepted principles, techniques and methods of preparing and disseminating public information and community relation materials.
- Standard and accepted English composition, spelling, grammar, vocabulary and punctuation for both written and oral communication.
- Standard and accepted methods and practices related to the preparation, publication and distribution of press releases, media, and marketing materials and public service announcement.
- Standard and accepted principles and practices of effective media relations.
- Standard and accepted public/community relations, communications, customer service, and information presentation methods and procedures.
- Standard and accepted methods and technology utilized in graphic arts, layout and photography.
- Operate a personal computer system and designated software programs to include word processing, spreadsheets, database and specialized publication applications at a level sufficient for successful job performance; prepare and present multi-media presentations.
- Learn the District's organization, programs, policies and procedures as they relate to public information and community relations affairs.
- Understand, interpret and carry out a variety of instructions in an independent manner.
- Communicate and interact with individuals and groups at all organizational and social levels.
- Communicate clearly, concisely, persuasively and tactfully in both oral and written forms to include conducting public presentations and preparing clear and concise reports.
- Speak publicly before large and small groups of individuals in a positive, inclusive and motivational manner.
- Coordinate, prioritize and integrate multiple projects in a timely, cohesive and effective manner, secure cooperation and teamwork among contractors, consultants and District staff members.
- Establish and maintain designated documentation and records in an accurate and timely manner.
- May be required to work evenings, weekends or during special events to make presentations.
- Exhibit and instill a high public service priority in contacts with others.
- Lift and transport objects weighing up to 25 pounds.
- Ability to walk on uneven surfaces.
- Must be able to work in inclement weather.
- Must be able to communicate with irate or difficult people.
- Must be able to accept constructive criticism from supervisors, coworkers and subordinate employees.
- Ability to have excellent organizational and communication skills, oral and written as well as initiative and independence.
- Ability to work outside of regular work hours in order to organize, coordinate or attend public outreach and community events.

LICENSE(S)

- Must possess a valid California Class C Driver's License at the time of employment. The ability to drive District vehicles is a specific requirement for this position. For that reason, it is the employee's responsibility to maintain a driving record that is acceptable to the District's insurance carrier or be subject to dismissal.

WEIGHED ITEMS	<ul style="list-style-type: none"> • 6' table – 35 pounds • Concrete bucket – 30 pounds • Canopy – 70 pounds – lifted with the assistance of a coworker
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Physical Demands

For the purpose of determining frequency of activity, this job analyst refers to an eight-hour workday.

STANDING	Frequency: Duration: Surfaces: Associated Tasks:	Less than ½ hour to 1 hour. Seconds to less than 10 minutes at a time. Carpet, tile, and as needed dirt, grass and gravel. Conducting educational tours, making presentations, communicating with coworkers.
WALKING	Frequency: Duration: Surfaces: Associated Tasks:	2 to 3 hours. Seconds to less than 5 minutes at a time. Carpet, tile, and as needed dirt, grass and gravel. To and from field sites, within buildings, offices, during educational tours.
SITTING	Frequency: Duration: Surfaces: Associated Tasks:	4 to 6 hours. Less than ½ hour to 1 hour at a time. Cushioned vehicle or office chair. Working at a desk station, utilizing a computer, telephone, communicating with coworkers, office tasks, reading, writing, driving.
KNEELING/ CROUCHING/ SQUATTING	Frequency: Duration: Surfaces: Associated Tasks:	Less than 2 times. Seconds at a time. Tile, carpet. Retrieving or setting paperwork/files on and off lower areas including shelves.
CRAWLING	Frequency: Duration: Surfaces: Associated Tasks:	Not a job requirement.
LAYING ON BACK/STOMACH	Frequency: Duration: Surfaces: Associated Tasks:	Not a job requirement.
CLIMBING/ BALANCING	Frequency: Duration: Surfaces: Associated Tasks:	0-2 times per month. Seconds at a time. Stair steps. Ascending or descending stair steps to access a 2 nd floor.

BENDING		
• Waist:	Frequency: Duration: Associated Tasks:	Alternated with squatting, employee preference.
• Head/Neck:	Frequency: Duration: Associated Tasks:	2 to 3 hours. Seconds at a time. Reading, writing, and aiding visually during normal body mechanics.
• Wrists:	Dominant Hand: Frequency Dominant: Non-Dominant: Bilateral: Duration: Associated Tasks:	2 to 3 hours. Less than 1 hour. Less than ½ hour. 1 to 2 hours. Seconds to less than 5 minutes at a time. Handling paperwork, office supplies, driving in conjunction with maneuvering a steering wheel and during normal body mechanics.

TWISTING/ROTATING		
• Waist:	Frequency: Duration: Associated Tasks:	Less than 5 minutes. Seconds at a time. Possibly while driving. The motion is center to the right back to center or center left back to center less than 10-degrees.
• Head/Neck:	Frequency: Duration: Associated Tasks:	Less than 1 hour. Seconds at a time. Driving a vehicle, aiding visually during normal body mechanics. The motion is from center to the right back to center or center to the left back to center up to 35-degrees.
• Wrists:	Dominant Hand: Frequency Dominant: Non-Dominant: Bilateral: Duration: Associated Tasks:	Not a job requirement.

UPPER EXTREMITY USE:	Dominant Hand: [indicate LEFT or RIGHT]
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REACHING		
<ul style="list-style-type: none"> • Primary Reach Zone: (elbows bent at waist level, hands in forward extension) 	Frequency Dominant: Non-Dominant: Bilateral: Duration: Associated Tasks:	2 to 3 hours. Less than ½ hour. 0 1 ½ to 2 ½ hours. Seconds to less than 15 minutes at a time. Utilizing a computer keyboard and mouse to enter and retrieve data.
<ul style="list-style-type: none"> • Above Shoulder Level 	Frequency Dominant: Non-Dominant: Bilateral: Duration: Associated Tasks:	0 to 2 times. 0 to 2 times. Alternated with dominant. Alternated with dominant. Seconds at a time. Retrieving or setting items on and off higher shelves.
<ul style="list-style-type: none"> • Between Waist and Shoulder Level 	Frequency Dominant: Non-Dominant: Bilateral: Duration: Associated Tasks:	2 to 4 hours. Less than 1 hour. Less than ½ hour. 2 to 3 hours. Seconds to less ½ hour at a time. Handling office supplies, paperwork, a telephone handset, radio, driving in conjunction with maneuvering a steering wheel.
<ul style="list-style-type: none"> • Below Waist Level 	Frequency Dominant: Non-Dominant: Bilateral: Duration: Associated Tasks:	Alternated with squatting.
PUSHING/ PULLING	Frequency Dominant: Non-Dominant: Bilateral: Duration: Associated Tasks:	Less than 10 times. Less than 10 times. Alternated with dominant hand. Alternated with dominant hand. Seconds at a time. Opening or closing file cabinet drawers, utilizing a 2-wheeled dolly to relocate materials, concrete buckets or a canopy. Unilateral or bilateral hand use.

LIFTING/CARRYING		
<ul style="list-style-type: none"> • 0 to 10 lbs. 	Objects: Frequency Dominant: Non-Dominant: Bilateral: Distance: Height: Associated Tasks:	Writing utensil, paperwork, office supplies, a telephone handset, radio, pamphlets. 3 to 4 hours. Less than 1 hour. Less than ½ hour. 2 to 3 hours. 0 to less than 50 feet. Ground to shoulder level. Utilizing a writing utensil, handling paperwork, files, handling office supplies, a radio, pamphlets or a telephone handset.
<ul style="list-style-type: none"> • 11 to 25 lbs. 	Objects: Frequency Dominant: Non-Dominant: Bilateral: Distance: Height: Associated Tasks:	File box/pamphlet. 0 to 1 time per week. 0 0 0 to 1 time per week. Less than 10'. Ground to waist level Retrieving and relocating a file box/pamphlet.
<ul style="list-style-type: none"> • 26 to 50 lbs. 	Objects: Frequency Dominant: Non-Dominant: Bilateral: Distance: Height: Associated Tasks:	Cement buckets, table. 0 to 10 times. 0 0 0 to 10 times. 0 to less than 5 feet. Ground to waist level. Retrieving and relocating cement buckets or tables during public educational event.
<ul style="list-style-type: none"> • 51 to 75 lbs. 	Objects: Frequency Dominant: Non-Dominant: Bilateral: Distance: Height: Associated Tasks:	Canopy, assistance is available. 0 to 1 time. 0 0 0 to 1 time. 0 to less than 5 feet. Ground to waist level. Retrieving and setting a canopy on a dolly during a public educational event.
<ul style="list-style-type: none"> • 75 to 100 lbs. 	Objects: Frequency Dominant: Non-Dominant: Bilateral: Distance: Height: Associated Tasks:	Not a job requirement.
<ul style="list-style-type: none"> • 100+ lbs. 	Objects: Frequency Dominant: Non-Dominant: Bilateral: Distance: Height: Associated Tasks:	Not a job requirement.

HAND DEMANDS		
<ul style="list-style-type: none"> • Simple Grasping 	Frequency: Dominant: Non-Dominant: Bilateral: Duration: Associated Tasks:	2 to 3 hours. Less than 1 hour. Less than ½ hour. 1 to 2 hours. Seconds to less than 15 minutes at a time. Driving in conjunction with maneuvering a steering wheel, handling office supplies, paperwork, a telephone handset or radio.
<ul style="list-style-type: none"> • Power Grasping 	Frequency: Dominant: Non-Dominant: Bilateral: Duration: Associated Tasks:	2 to 10 times. 0 0 2 to 10 times. Seconds at a time. Retrieving and relocating a file box/pamphlet box, canopy, cement buckets or table during a public educational event.
<ul style="list-style-type: none"> • Fine Manipulation 	Frequency: Dominant: Non-Dominant: Bilateral: Duration: Associated Tasks:	2 ½ to 3 ½ hours. ½ to 1 hour. 0 2 to 3 hours. Seconds to less than 15 minutes at a time. Utilizing a computer keyboard, pointing device, writing utensil, pressing telephone buttons to make outgoing calls.

SPECIAL ENVIRONMENT	<ul style="list-style-type: none"> • Indoors, office setting; climate controlled • Outdoors, all weather conditions, as needed.
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MACHINES/TOOLS	<ul style="list-style-type: none"> • District vehicle • Mouse • Writing utensil • Fax machine • Computer keyboard • Copy machine • Monitor
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ADDITIONAL REQUIREMENTS: Depending on the exposure, may be required during an inspection to wear head, eye or hearing protection.

Note: The following are not physical requirements of this job: crawling, laying on back/stomach, twisting wrist, twisting waist, reaching above shoulder level, power grasping.

EMPLOYER COMMENTS:	
This Job Analysis accurately represents the duties of a Community Outreach Specialist to the best of my knowledge.	
EMPLOYER CONTACT NAME:	
EMPLOYER SIGNATURE:	DATE:

EMPLOYEE COMMENTS:	
This Job Analysis accurately represents the duties of a Community Outreach Specialist to the best of my knowledge. I understand that I cannot add hours to the physical demands breakdown if the total would then be greater than the number of hours in an average workday.	
EMPLOYEE NAME:	
EMPLOYEE SIGNATURE:	DATE: