



JOB TITLE:	PUBLIC AFFAIRS SPECIALIST	DIVISION:	DISTRICT – ADMINISTRATION & DEVELOPMENT
REPORTS TO:	DIRECTOR OF PUBLIC AFFAIRS	EEO CATEGORY:	02 – PROFESSIONAL
FLSA:	NON-EXEMPT	SAFETY-SENSITIVE:	NO
CLASSIFICATION:	NON-REPRESENTED	LOCATION:	SAN FRANCISCO

Class specifications are intended to present a descriptive list of the range of duties performed by employees in the class. Specifications are not intended to reflect all duties performed within the job.

Position Summary

Under the general direction of the Public Affairs Director, the Public Affairs Specialist manages administrative duties and the editorial calendar for the department, creates written public information materials for the District, media, and general public, develops outreach programs, and performs related duties as assigned. This position requires someone who is highly organized, detail-oriented, can work quickly under pressure, has good judgment, can write well, and is very comfortable working independently.

Essential Responsibilities

- Assists the Public Affairs Director by managing task lists and communications under time-sensitive deadlines, including responding to media and community inquires on a daily basis
- Writes press releases, social media posts, letters, articles, radio and video scripts, talking points, fact sheets, and other materials for use by the Public Affairs Director, General Manager, Executive Managers and news media
- Researches, organizes, and interprets complex information from various District departments on a wide range of policy, planning, and operations-related subjects, translating information into effective communications for various stakeholders in appropriate formats
- Manages the public affairs editorial calendar to keep it fresh and full of content
- Keeps District projects on track by coordinating calendars and logistics between the public affairs department and vendors, such as film and photo shoots
- Manages archive of production assets, including photos, video, audio, and written materials
- Maintains historical archive of various District activities and services, including systematically updating chronology, and producing brochures and other related informational historic material
- Identifies target audiences for specific outreach efforts, including cross-promotional events, exhibits, and partnerships
- Manages invoices, permitting, expense reports, travel bookings, conference registrations, RFP's and other administrative duties
- Manages film & photography permitting, including coordination with other departments and escorting production teams on site
- Creates and posts photos and video content for District branding; captures and shares important District events to targeted audiences, under the direction of the Public Affairs Director



- Provides and/or researches creative ideas for District projects and campaigns including social media content
- Coordinates closely with District staff across the entire organization
- Takes notes in meetings, files follow-ups, and coordinates meetings
- Learns and follow the District's safe working practices, and safety and health rules
- Regular and reliable attendance and performance required

Required Knowledge, Skills and Abilities

Knowledge of:

- Principles and practices of public and community relations, including media relations
- Principles and practices of print and electronic media, including digital imaging and website navigation
- Principles and practices of current software and apps for creating content and sharing information to the public
- Methods and techniques of researching and verifying data and information
- Principles and practices of media records management
- Related Federal, State and Local codes, laws and regulations

Ability to:

- Demonstrate computer proficiency in using MS Office applications - Microsoft Word, Power Point, and Excel
- Demonstrate excellent verbal and written communication skills abilities in responding to a wide range of audiences
- Manage project deliverables and deadlines with a high degree initiative, independence initiative and sound judgment
- Researching, compiling, and summarizing a variety of complex and technical reports and informational materials needed to develop clear and concise, newsletters, staff reports, targeted brochures, letters, and various other forms of written materials
- Compose, proofread and/or edit clear, complete, and accurate informational, technical, and educational materials for the public and other targeted stakeholders
- Establish and maintain effective working relationships with District employees, partner agencies, vendors, stakeholders and other personnel contacted in the course of work
- Demonstrate strong organizational and time management skills
- Learn quickly and remain calm under pressure
- Handle sensitive information confidentially
- Demonstrate flexibility to handle shifting deadlines and priorities



Minimum Qualifications

Education and/or Experience:

- Four-year college degree with major course work completed in communications, journalism, public relations, business, or a closely related field. Additional qualifying experience may be substituted for the education. Requirement on a year-for-year basis. Applicants must submit evidence of a degree or a written statement supporting qualifying experience in lieu of degree
- Experience will include a minimum of one year of recent position-related experience in public relations, marketing, or written communications field
- A minimum of five years' experience using personal computers and software programs with skills in Microsoft Office applications, Microsoft Word, Power Point, and Excel

Required License:

Must possess and maintain a current, valid California driver's license and satisfactory driving record. Operates District vehicle on a regular basis.

Physical Requirement:

Mobility to work in a typical office setting. Vision to read printed materials and a computer screen. Hearing and speech to communicate in person and over the telephone. Routine use of computer, telephone and other office equipment. Ability to travel to District facilities. Must be available to work with no advance notice on-call, late nights, early mornings, holidays, or weekends, should an emergency or event arise.