



## **Ute Water Conservancy District Job Description**

<b>Job Title:</b>	External Affairs Assistant or Coordinator
<b>Job Code:</b>	Administrative Support
<b>Salary Range:</b>	\$25.85 - \$37.34 hourly Coordinator \$24.66 - \$32.91 hourly Assistant
<b>Department:</b>	External Affairs
<b>Reports To:</b>	External Affairs Manager
<b>FLSA Status:</b>	Non-Exempt
<b>Compensation Factor(s):</b>	Education, Training & Experience; Merit System; Seniority
<b>Prepared Date:</b>	August 2022
<b>Revised Date:</b>	June 2024

### **SUMMARY**

This position works under the direction of the External Affairs Manager (“Manager”) and is responsible for assisting and supporting the Manager in a variety of public relations, outreach, and marketing programs designed to create and maintain a favorable image for the Ute Water Conservancy District (“District”) at the community and statewide levels by performing the following duties.

### **ESSENTIAL DUTIES AND RESPONSIBILITIES**

Performance of duties follows qualitative and quantitative standards established by the District as well as any federal, state, and local regulations.

- Assists and supports the Manager in a variety of public relations, outreach, and marketing programs designed to create and maintain a favorable image for the District at the community and statewide levels.
- Responsible for researching and creating original content, including design and production of print and digital deliverables for internal and external use (social media banners/graphics, District newsletter, flyers, posters, department documents, video, etc.). Manages the District and its affiliate's website to continually upgrade its online presence, increase accessibility, and meet the education needs of customers. This includes content creation for website blogs, maintenance of the website, assisting other departments with updates to their webpage, training, and education of website functions, etc.
- Responsible for a variety of internal communications. Responsible for publishing the quarterly District newsletter, which includes, but is not limited to, writing articles, designing the layout, and coordinating the printing and distribution of the newsletter.

- Collaborates with the Manager on a variety of projects. Projects may include event setup, booth attendance, and take down at events. Prepares drafts for review by the Manager for media relations in its various aspects. Assists in the coordination of branding and campaign development, including an annual water conservation campaign. Supports and potentially leads the implementation of special communication projects. Supports the Manager and other supervisors' communications requests. Responsibilities will fluctuate depending on departmental needs.
- Assists with many aspects of the annual Western Colorado Children's Water Festival. This may involve correspondence and coordination with instructors, sponsors, teachers, committee members, volunteers, and stakeholders. Sets up and takes down exhibits and performs any other functions that will assist with the festival's coordination as directed.
- Assists with community outreach by developing presentations, tours for community members, and various events. Events may include air show, Mesa County Fair, Drought Response Information Project (DRIP) workshops, tours, etc. Participates in a variety of external committees on behalf of the District, including DRIP and Mesa County Communications Officers Association (MCCOA). Collaborates with internal and external partners to promote and grow existing events, develop new events, and ensure event relevance to the District and the community.
- Responsible for multiple social media platforms and accounts for the District and its affiliates. Duties may include creating original content, posting, assisting with monitoring, and engaging in online conversations. Create, manage, and report content on all social media platforms according to the best practices for each platform.
- Prepares appropriate meeting room(s), such as conference and board room, for standing meetings and events. Responsible for meeting room coordination, scheduling of meeting rooms, anticipating audio and visual needs, and room configuration. Develops, reviews, and revises standard operating procedures for audio and visual capabilities in meeting rooms as required. Manages calendar for District meeting rooms to include scheduling requests, resolving conflicts, and coordinating with employees and external users.
- Aid in the support of activities for the Board of Directors. This may include contacting board members; updating meeting materials including but not limited to public notice(s), agendas, department reports, supporting documents, etc.; acting as backup to the Manager at meetings by assisting with minutes, providing documents, anticipating participant needs, ensures audio/visual setup and technology functionality, etc. Responsible for catering coordination for all meetings and events. Knowledgeable in Robert's Rules of Order.
- Responsible for photography and videography of District events. Films and produces videos. Creates photo, video, and news article archives. Tracks earned media results.
- Assists other departments with various projects, participates in committees, and cross-trains proficiency to act as a backup for Customer Service Representatives as needed.
- Regular or continuous public contact is an essential duty for this position. Interacts respectfully and professionally with all District employees, board members, and non-employees, such as the public, customers, vendors, contractors, consultants, etc.
- Demonstrates reliable and consistent job attendance.
- Operates a motor vehicle. Some travel is required.
- Performs the essential functions listed on pages 3, 4, and 5 of this job description.



**GENERAL DUTIES**

- Performs all essential functions and responsibilities of the Manager during absences or as assigned.
- May assist in providing budget recommendations.
- General duties may be assigned. Assists in others as assigned.
- Management retains the discretion to add to or change the position's duties at any time.

**MINIMUM QUALIFICATIONS and REASONABLE ACCOMMODATION**

To perform this job successfully, an individual must perform each essential duty and all job requirements satisfactorily. The requirements detailed within this job description are representative of the knowledge, skills, certifications, licenses, registrations, and/or abilities required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential duties and responsibilities. To request an accommodation, please contact the Human Resources Department. You may be asked to provide additional information, including medical documentation, regarding functional limitations and the type of accommodation needed.

**SUPERVISORY RESPONSIBILITIES**

This job has no supervisory responsibilities.

**EDUCATION, EXPERIENCE, CERTIFICATES, LICENSES, and/or REGISTRATIONS**

Based on level, the External Affairs position matrix of education, experience, and/or licensure is as follows:

Level	Education	Experience	Licenses
Coordinator	Bachelor’s degree in business, management, marketing, mass communications, English, or a related field.	Three (3) years or more of public communication and relations experience. Experience must demonstrate excellent organizational, writing, speaking, and communication skills.	Valid Colorado Driver’s License
Assistant		Two (2) years or less of public communication and relations experience. Experience must demonstrate excellent organizational, writing, speaking, and communication skills.	

Preferred: Proficiency in Adobe Creative Suite.  
Knowledge of AP style and grammar rules is highly desirable.  
Bilingual communication skills.  
Public sector experience.

Any equivalent combination of certifications, education, or experience that provides the required skills, knowledge, and abilities of the position.



## **LANGUAGE and COMMUNICATION SKILLS**

- Must communicate in English.
- Read, analyze, and interpret data, manuals, technical procedures, and governmental regulations.
- Write reports and maintain accurate records.
- Effectively present information and respond to questions from District employees, board members, and non-employees.
- Versed in AP style and grammar rules. Demonstrates strong writing and proofreading skills. Adjusts style, tone, and voice depending on the medium.
- Proficient public speaking skills are required.
- Both verbal and written communication skills are critical to this position.
- Communicates thoroughly and concisely with all District employees, board members, and non-employees.

## **COMPUTER SKILLS**

- Proficient in the use of computers, including software such as Microsoft Office Suite.
- Basic knowledge of various publishing and video software. Examples of publishing software include Adobe Creative Suite (i.e., Illustrator, InDesign, Photoshop), etc.
- Familiar with website development, teleconferencing platforms, and communication platforms.
- Learns new programs.

## **MATHEMATICAL SKILLS**

Performs basic math skills such as addition, subtraction, multiplication, and division.

## **REASONING SKILLS**

- Uses discretion and tact when interacting with all District employees, board members, and non-employees.
- Applies common sense and sound judgment to perform the job duties and responsibilities.
- Deals with various variables to troubleshoot and solve practical and moderately complex problems.
- Critically assesses existing processes, policies, and procedures to proactively determine recommendations to the Manager based on best practices, trends, developments, industry standards, and applicable regulatory updates.

## **INTERPERSONAL SKILLS**

- Demonstrates excellent interpersonal skills.
- Works independently and as part of a team to accomplish department and District objectives.
- Successfully works and maintains rapport with all District employees, board members, and non-employees, including dissatisfied or irate persons.
- Time management and organizational skills are critical to this position.



## **PHYSICAL DEMANDS**

- The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.
- While performing the duties of this job, the employee is regularly required to talk and hear for up to eight (8) hours per day.
- The employee is frequently required to sit, stand, and walk; use hands and fingers to touch, handle, or feel; and reach with hands and arms.
- The employee must frequently lift and/or move up to 25 pounds and occasionally up to 50 pounds.
- The employee will occasionally be required to stand for extended periods and walk on uneven terrain.
- Specific vision requirements include close vision, distance vision, color vision, peripheral vision, depth perception, and adjusting focus.

## **WORK ENVIRONMENT**

- The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job.
- This position is typically performed indoors in a controlled office environment.
- The noise level in the work environment is usually moderate.
- The employee is frequently exposed to outside weather conditions.
- Accesses and navigates all District departments and facilities.
- Temporary telecommuting arrangements may be approved based on extenuating circumstances such as a pandemic, inclement weather, special projects, business travel, reasonable accommodation, or other reasons at the District's sole and absolute discretion and only when approved by the General Manager in a written remote work agreement.

## **SAFETY REQUIREMENTS**

- This is a safety-sensitive position subject to drug and alcohol screening.
- Employees are automatically enrolled and required to participate in the District's emergency communication platform.
- Follows safe work practices according to industry and District standards.
- Wears and uses personal protective equipment as required.

## **HOURS**

- This is a non-exempt position.
- Must work a 40-hour week and overtime when workload requires.
- Typical work hours are Monday through Friday from 8:00 a.m. to 5:00 p.m.
- This position is required to perform functions that occur before or after regular work hours. Early morning, evening, and weekend work is not unusual.

