



Board of Public Utilities
City of Cheyenne, Wyoming
Temporary

WATER CONSERVATION & PUBLIC RELATIONS ASSISTANT

Division: **Administration** Class Code: **19G01**
Revised Date: **MAY 2018** FLSA Status: **Non Exempt**

GENERAL PURPOSE:

Under general supervision, performs clerical, administrative and communication duties for the Board of Public Utilities (BOPU) Water Conservation and Public Relations Specialist.

DISTINGUISHING CHARACTERISTICS:

This position is a temporary position where the incumbents generally work 4 hours per day within core hours, typically Monday through Friday, with occasional work during evening and weekend events.

PRIMARY DUTIES AND RESPONSIBILITIES:

*The following duties **ARE NOT** intended to serve as a comprehensive list of all duties performed by all employees in this classification, only a representative summary of the primary duties and responsibilities. Incumbent(s) may not be required to perform all duties listed and may be required to perform additional, position-specific duties.*

- Keeps the mission, vision and values of the Board of Public Utilities at the forefront of decision making and action; builds strategic and collaborative relationships and interacts with others in a way that builds confidence and trust; provides excellent customer service by taking action to accomplish objectives, maintaining high levels of work and productivity, and generating innovative solutions to work situations.
- Assist the Water Conservation and Public Relations Specialists with water conservation and public relations responsibilities; coordinates communications between the BOPU and customers; performs administrative tasks and makes public presentation to promote BOPU objectives.
- Create content and graphics for public relations and communication projects for internal and external customers; writes, edits, and produces publications, brochures, flyers, newsletters, websites, videos, and other informational materials.
- Prepare, create and disseminate educational materials on BOPU projects and services.
- Provide public information and promote awareness for BOPU projects, programs and events.
- Assist with branding, marketing, and content development for water conservation, public relations, and other BOPU initiatives.
- Monitor media content and update social media accounts.
- Develop and distributes information to promote BOPU's key messages to internal and external customers
- Provide public with information on water conservation programs and assists with water conservation programs; supports staff in day-to-day functions of media relations

MINIMUM QUALIFICATIONS:

Education and Experience:

High School Diploma or GED Equivalent; Associates Degree in Earth Sciences, Public Relations, Journalism, Communications, Business or Public Administration; And two years' experience in natural resource management and public relations; public sector experience preferred; OR an equivalent combination of education and experience.

Required Licenses or Certifications:

- Driver's license valid in Wyoming with good driving record.
- Depending on the needs of the BOPU, other job specific training and certifications may be required.

JOB DESCRIPTION

Water Conservation & Public Relations Assistant

Knowledge of:

- Modern principles and practices of marketing, public information and communications, including research, presentation, multimedia design and publication.
- Computer skills to include graphic design techniques and specialized software applications like video editing. Familiarity in Adobe Creative Suite and Access databases are strongly desired.
- Local community resources and community services programs.
- Principles of record keeping and records management.

Skill in:

- Independently composing articles, reports and correspondence, and developing communication materials.
- Preparing advertising and creative media information for diverse audiences.
- Communicating effectively with members of the media, other agencies, and the public.
- Preparing and presenting information in public meetings for diverse audiences.
- Using initiative and independent judgment within established procedural guidelines.
- Assessing and prioritizing multiple tasks, projects and demands.
- Establishing and maintaining cooperative working relationships with co-workers, citizens, public and private organizations, and representatives from other local, state and federal agencies.
- Operating a personal computer utilizing a variety of business, publishing and technical software.

Working Conditions:

Work Environment: Work is performed mostly in a standard office environment; periodically during summer irrigation season work is performed outdoors in hot, wet and humid conditions. Occasional travel to various locations is required; position requires periodically working outside of normal business hours.

Physical Demands: Light physical work requiring occasional lifting, carrying, pushing and pulling up to 25 pounds. Specific vision abilities required by this job include close vision, distance vision, ability to adjust focus, depth perception and color vision. While performing the duties of this job employee is required to sit 70%, walk 25% and stand 5% of the time; frequently required to use hands to finger, handle, feel, and to operate computer and keyboard; frequently required to reach with hands and arms, talk, and hear; occasionally required to, stoop, kneel, crouch, climb, balance, and crawl.