

## GREEN BAY METROPOLITAN SEWERAGE DISTRICT

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| Type: <span style="float: right;">Position Description</span>                              |   | Document Number:  |
| Title: <span style="float: right;">Public Affairs &amp; Education Specialist</span>        |   | Number of Pages: <span style="float: right;">2</span>                         |
| Originators: <span style="float: right;">Public Affairs &amp; Education Coordinator</span> | Approved By: <span style="float: right;">Director of Business Services</span> |   |
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**DIVISION:** **Business Services** **PAY GRADE:** **8**

**DEPARTMENT:** **Public Affairs & Education (PA & E)** **EXEMPT:** **No**

**REPORTS TO:** **Public Affairs & Education Coordinator**

**SUBORDINATES:** **None**

**Salary Wage Range:** \$21.50 – 30.35

**Hiring Wage Range:** \$21.50 – 25.25

**SUMMARY:**

Assists with the creation and dissemination of information to internal and external stakeholders and helps educate the public on wastewater treatment and environmental issues/concerns. Per the PA&E Coordinator, provides assistance with communications, media, and other events; performs various tasks surrounding internal and external communication including but not limited to the monthly newsletter, quarterly newsletter, annual report, and content for the internal and external websites, social, and digital platforms, and other tasks as assigned. The position will also spearhead NEW Water's public education program.

**ESSENTIAL DUTIES AND RESPONSIBILITIES:**

To include, but not limited to, per the PA&E Coordinator: information gathering, writing and distribution of various media including publications, newsletters, websites, and social media interfaces for internal and external stakeholders. Provide design, photography, and videography assistance for presentations, and other outreach efforts. Stays current with local, state, and national pertinent news information. Provides assistance with events, media and other departmental / divisional activities or tasks, as assigned. (60%)

This position takes a leading role in the Education and Public Outreach (EPO) program including conducting off-site school talks, facility tours, and representing the organization at career and science fairs, and other community events. Works collaboratively with other staff to ensure outreach is designed to meet the needs of the audiences and staffed accordingly at events, talks, and tours. (30%)

Monitors, tracks, and reports departmental efforts and metrics. (10%)

**REQUIRED KNOWLEDGE, SKILLS AND ABILITIES:**

Knowledge - Demonstrated knowledge of the principles and practices of effective communication, including familiarity with current environmental issues and knowledge of the business affairs of NEW Water.

Skills and Abilities - Effective oral, written, and visual communication skills. Considerable self-starter with the ability to work both independently and on teams. Must possess interpersonal skills necessary to deal effectively with staff and the public. Considerable skill in presenting complex, technical information

clearly and in an interesting manner to various community groups and educational levels. Good working knowledge of the use and application of computer hardware and associated software such as Microsoft Office applications, graphic design, photo and video editing programs.

**QUALIFICATIONS:**

A bachelor's degree with course work in communication, environmental science, public policy, or similar is required; two years of directly related professional level experience with an emphasis on work in communications or environmental education is preferred.

**WORKING CONDITIONS:**

Work is performed in an office environment and is not considered hazardous; however, the incumbent may be exposed to hazardous environments on an exception basis. (This refers only to incidental exposure to wastewater, sludge and incineration during plant tours). Some travel and attendance at evening or weekend meetings and events is required.

**APPLICATION:**

This position description is intended to identify essential duties and also illustrates other kinds of duties that may be assigned to its incumbents. It should not be interpreted as describing all of the duties that will be required of employees or be used to limit the nature and extent of assignments that an individual is required to perform.

**Position Descriptions are subject to revision at any time  
at the discretion of management.**