



AG + OPEN SPACE
SONOMA COUNTY

APOSD COMMUNITY RELATIONS ASSISTANT

SALARY RANGE

\$31.47 - \$38.24 Hourly

\$2,526.22 - \$3,069.67 Biweekly

\$5,473.47 - \$6,650.96 Monthly

\$65,681.67 - \$79,811.47 Annually

DEFINITION:

Under supervision, implements and coordinates the Agricultural Preservation and Open Space District's (District's) communications, volunteer, intern, and educational activities; provides information to promote these activities; recruits, trains, and recognizes volunteers and interns; procures and coordinates contracts for services that support public communications, and volunteer, intern, and educational activities on District protected lands.

Distinguishing Characteristics

This is a single position class allocated solely to the District responsible for implementing and coordinating District volunteer, intern, and educational activities, and for supporting public communications and marketing efforts. An incumbent makes public presentations and both plans and conducts education and training sessions. Supervision is received from an APOSD Program Manager. Technical and/or functional guidance may be received from the Community Relations Specialist.

The APOSD Community Relations Assistant class is distinguished from the APOSD Community Relations Specialist in that the latter is responsible for the full range of duties related to providing assistance in the development, coordination, and implementation of the District's community relations projects and initiatives and may provide guidance and/or lead the Assistant.

This class is exempt from the Civil Service Rules of the County of Sonoma as stated in Section 5 of Ordinance No. 305-A, as amended.

TYPICAL DUTIES:

Duties may include but are not limited to the following:

- Coordinates and implements the District's volunteer, intern, and education programs including public outings and stewardship opportunities.
- Coordinates public ceremonies and community events to recognize District initiatives and activities as well as the District's involvement in other public events.
- Develops and coordinates outreach activities and materials designed to promote public engagement.

- Coordinates and attends community events and public tours of District properties.
- Interviews, screens, selects, and places volunteers and interns.
- Schedules, trains, and supervises volunteer activities such as monitoring properties and documenting changes, conducting public tours, conducting bird and plant surveys, and participating in clean-up, planting, and maintenance of District properties.
- Tracks and reports volunteer activities and accomplishments.
- Develops, implements, and coordinates volunteer recognition and incentive programs.
- Assists with developing and disseminating District marketing materials such as news releases, brochures, newsletters, and website content; gathers information, designs layout, and writes copy; updates website regarding volunteer, intern, and education activities; prepares and distributes related public information.
- Drafts and distributes news releases, media alerts, and press materials; monitors news publications and other related media coverage; assists in developing District responses to media and public inquiries in consultation with District staff, County Administrator staff, and the Board, as needed.
- Develops and maintains the District website content.
- Develops content and design for presentations, newsletters, and marketing materials.
- Assists in developing strategies, goals, objectives, procedures, and priorities for District community relations projects and initiatives.
- Assists in implementing the District's stakeholder outreach strategy; analyzes public input received through these channels to support the evaluation of the appropriate level and channels for inclusion in District communications goals, objectives, and programs.
- Assists with coordinating public outreach activities with members of District staff, Board, Financial Oversight Commission, and Citizens Advisory Committee; assists in preparing speeches and supporting informational materials.
- Assists with implementing the District's brand and image for use in District communications, outreach, and marketing efforts.
- Maintains professional and effective working relationships with Boards, the Advisory Committee, the Fiscal Oversight Commission, staff, news media, community groups, elected officials, schools, and other governmental and community agencies.
- Assists in the preparation of staff reports and recommendations to District management and staff on assigned projects and initiatives; provides information to policy makers, groups, other agencies, and interested individuals on District programs, projects, and initiatives.
- May conduct presentations regarding District programs, projects, and initiatives for community, governmental, industry, and other special interest groups; coordinates public meetings, citizen participation groups, and public hearings; staffs community educational events.
- Participates in the development of Requests for Proposals/Qualifications for professional services related to assigned projects and initiatives; assists with the preparation of scopes of work, bid processes, and solicitations; assists with the review and selection proposals and recommendations for contract award; assists with the development of resulting contracts; supports the monitoring, administration, and evaluation of consultant/vendor conformance; may approve invoices for payment.

- Assists with the development of and makes recommendations for annual budget for District projects and initiatives in area of assignment; monitors related budget and expenditures; reviews and may approve related invoices for payment.
- May serve on industry, environmental, professional, and community committees and task forces, as assigned, to represent the District.
- Performs related duties as assigned.

KNOWLEDGE, SKILLS, AND ABILITIES:

Knowledge of: principles and practices of project management, particularly related to volunteer, intern, and education activity coordination, and community education/outreach; conservation education principles and techniques; written and oral communication including English grammar, vocabulary, mechanics, syntax, composition; modern office administrative practices and procedures including the operation of computers, software, and standard office equipment; public presentation methods and techniques, including the development of visual aids; principles and practices related to procurement of professional services; event planning; principles and practices of recruitment and training; grant writing.

Ability to: prepare written communications, including newsletters, articles, news releases, and related informational brochures and pamphlets; learn to apply for and administer grants; plan, organize, direct, and monitor the work of consultants; design and prepare layouts for graphic publication; establish effective working relationships with people encountered in the course of work; effectively use desktop publishing, spreadsheet, database, word processing, graphic design, and presentation software applications; effectively speak on radio and television or before an audience; speak, read and write English; work evenings, weekends and holidays when necessary; use audio visual aids; use photographic equipment; plan and schedule work to accomplish goals provided direct supervision; prepare clear and concise reports.

MINIMUM QUALIFICATIONS:

Education and Experience: Any combination of education and work experience which would provide an opportunity to acquire the knowledge and abilities listed herein. Normally, this would include a Bachelor's degree, or equivalent, with academic course work in natural resource management and/or interpretation, conservation education, communications, public relations, journalism, media studies, English, sociology, psychology, or related fields and one year of paid experience in conservation education, natural resource management and/or interpretation, marketing, public relations, event management, or volunteer/intern activity coordination.

License: Possession of a valid driver's license at the appropriate level including special endorsements, as required by the State of California, may be required depending upon assignment to perform the essential job functions of the position.

Bargaining Unit: SEIU-05

Class Code: 1287

COUNTY OF SONOMA (CA)

Established Date: Sep 25, 2018

Revision Date: Sep 25, 2018