SANTA CLARA VALLEY WATER DISTRICT
Draft Classification Structure
August 2008

Job Family*	Level of Series	Name of New Class Title	Minimum Qualifications**	Distinguishing Characteristics
Communications Series				
Public Information Rep I	1 of 3	Public Information Representative	Bachelor's Degree in public relations, journalism or related field and one (1) year of experience in public relations, journalism, community relations or related activities. **Licensing Requirements:** -CA Driver's License, Class C may be required	This is the entry/experienced level of the Communications series. Incumbents perform public outreach and community relations activities for the distribution of information regarding the District. Duties include: preparing reports for public entities; conducting customer satisfaction surveys and community outreach; preparing presentations, layouts, graphic arts treatments and web pages; and staffing events and booths. The Public Information Representative is distinguished from the Public Information Representative, Senior in that the former's focus is on the more routine tasks assigned within the series while the latter may serve as leadworker or a dedicated technical resource.
Public Information Rep II	2 of 3	Public Information Representative,	Bachelor's Degree in public relations,	This is the journey level of the Communications series. Incumbents

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		Senior	journalism or related field and two (2) years of experience in public relations, journalism, community relations or related activities. **Licensing Requirements:** -CA Driver's License, Class C may be required	perform the full range of public information activities. Duties include: developing new material, press releases, messaging, and content; networking within the community; and researching significant District public issues. Incumbents may serve as the dedicated technical resource within an organizational unit providing public information technical knowledge to other staff regarding a District-defined, unit-specific function including quality assurance responsibility for the unit. Incumbents may act as a leadworker, making work assignments and determining completion of work. The Public Information Representative, Senior is distinguished from the Public Information Representative Principal in that the latter may function as a primary dedicated subject matter expert or supervisor.

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Job Family*	Level of Series	Name of New Class Title	Minimum Qualifications**	Distinguishing Characteristics
Public Information Rep III	3 of 3	Public Information Representative, Principal	Bachelor's Degree in public relations, journalism or related field and four (4) years of experience in public relations, journalism, community relations or related activities. **Licensing Requirements:** -CA Driver's License, Class C may be required	This is the highest level of the Communications series. Incumbents lead, oversee and participate in the most responsible work assigned to the series. Responsibilities include: performing specialized public outreach and community relations activities; developing public information budgets; and long range public information planning. Incumbents may act as the primary dedicated subject matter expert (SME) for the District in a recognized public information management specialty area for a District-identified mission critical function or program exercising quality assurance responsibility for the District within the designated specialty area. Incumbents supervise staff performing a full range of supervisory duties including directing work, training and coaching, discipline, and performance evaluation. Incumbents may be

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				working supervisors and as such may be responsible for performing the same duties as those they supervise. The Public Information Representative, Principal is distinguished from other Communications classes by its focus on the performance of supervisory or subject matter expert and specialized public information duties beyond that expected by journey level incumbents.

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