

Agenda Date: January 21, 2010  
Agenda Placement: Admin.  
Estimated Time: N/A  
Continued Item: No

## Board Agenda Item

TO: Air Pollution Control District Board

FROM: Terry Dressler, Air Pollution Control Officer

CONTACT: Sharyl K. Preskitt, 961-8828

SUBJECT: Adopt New and Revised Class Specifications and Related Revisions to the Classification and Salary Resolution

---

### RECOMMENDATION:

- A. Adopt the new and revised class specifications entitled Air Monitoring Supervisor, Community Programs Supervisor, Public Information and Education Specialist, and Human Resources Officer.
- B. Approve and adopt the attached Resolution amending the APCD's Classification and Salary Plan to:
  - 1. Delete one (1) Principal Monitoring Specialist and replace it with one (1) Air Monitoring Supervisor;
  - 2. Delete one (1) Public Information and Community Programs Supervisor and replace it with one (1) Community Programs Supervisor;
  - 3. Delete one (1) Air Quality Information Specialist and replace it with one (1) Public Information and Education Specialist;
  - 4. Establish salaries for the classifications of Air Monitoring Supervisor, Community Programs Supervisor and Public Information and Education Specialist; and
  - 5. Adjust salary for the Human Resources Officer classification.

## DISCUSSION:

As the District has continued to reduce in size over the years and in anticipation of an upcoming retirement it is appropriate at this time to review and revise class specifications. Attached for your review and consideration are the following class specifications: Air Monitoring Supervisor, Community Programs Supervisor, Public Information and Education Specialist, and Human Resources Officer.

In anticipation of the upcoming retirement of our Public Information and Community Programs Supervisor, we are proposing a re-organization of the section. The Public Information and Community Programs Supervisor position currently supervises a wide variety of programs including land use review, public outreach, business assistance, air quality monitoring, and serves as the public information officer for the APCD. In consideration of the diverse and specialized knowledge required to oversee these unrelated functions and the difficulty in recruiting for diverse knowledge and experience in a single candidate, we are proposing to separate out the monitoring and public information functions from the position and replace the Public Information and Community Programs Supervisor position with a Community Programs Supervisor.

When the APCD was actively downsizing, the monitoring activities and personnel were assigned to the current Public Information and Community Programs supervisor. In turn, a Principal Monitoring Specialist position was created to provide technical expertise to the Public Information and Community Programs Supervisor. The proposed change is to assign supervision of the monitoring program to the proposed Air Monitoring Supervisor position. The Air Monitoring Supervisor position will consolidate administrative and technical oversight of the monitoring program.

The public information officer role would be assigned to a lower level position currently handling our public outreach and education outreach functions. A revised job description is attached.

In May of 1996 a Human Resources Manager position was created in order to facilitate labor relations issues resulting from the APCD separating from the County to become a stand-alone agency. The position was filled for a period of approximately four years in order to establish a full service Human Resources department including the creation and adoption of Civil Service Rules (CSRs), a comprehensive benefit program and to negotiate the initial Memorandums of Understanding (MOUs) with the bargaining groups. After the sunset of the Human Resources Manager in 2000, the lower level Human Resources Officer position was created and filled with the intention of contracting out the more specialized duties such as labor relations, MOU negotiations, and administration of the Civil Service System. However, since 2003, the incumbent has been performing these duties without the use or aid of contractors. As such, the job description has been revised to more accurately reflect the actual duties of the position.

A salary study was conducted in order to establish salary rates that incorporate the new duties for the new and revised positions. The Air Monitoring Supervisor salary came in 3% below the

median of similar positions of comparison agencies. However we are recommending a 10% increase in order to achieve an appropriate salary differential in relation to subordinates.

The Community Programs Supervisor position came in 1% above the median of similar positions of comparison agencies. Therefore we are not recommending any adjustment to the salary at this time.

The Public Information and Education Specialist position came in 16% below the median of similar positions of comparison agencies. However, considering that the majority of our technical positions are between 9%-17% below the median, we are limiting our recommendation to a 12% increase until such time we can address District-wide inequities as a whole.

The Human Resources Officer position came in 32% below the median of similar positions of comparison agencies. Similarly, we are limiting our recommendation to a 20% increase at this time based on District-wide inequities.

### **Fiscal Impact**

The cost to implement the Air Monitoring Supervisor will be approximately \$5,364 for the remainder of this fiscal year. The majority of funding would come from salary savings as a result of the retirement of the current Public Information and Community Programs Supervisor. For fiscal year 2010/2011 the cost to retain the Air Monitoring Supervisor position will be approximately \$10,728. The majority of funding for this position comes from \$4 DMV surcharge funds, EPA 105 Grant funding, air quality monitoring fees, and other APCD discretionary funding. We project adequate revenues to fund this position.

The cost to create the Public Information and Education Specialist for the remainder of the fiscal year will be approximately \$2,987. For fiscal year 2010/2011 the cost to retain the Public Information and Education Specialist position will be approximately \$5,974. The majority of funding for this position would come from \$4 DMV Surcharge funds, EPA 105 Grant and other APCD discretionary funding.

The cost to implement the salary increase for the Human Resources Officer for the remainder of the fiscal year is approximately \$10,752. The funding will come from salary savings resulting from a long term vacancy in our Information Technology section resulting in no net change to this year's budget. For fiscal year 2010/2011 the cost to maintain the increase is approximately \$21,504. Funding for this increase will come from savings in services and supplies budget previously allocated for contractor assistance.



## AIR MONITORING SUPERVISOR

*Class specifications are only intended to present a descriptive summary of the range of duties and responsibilities associated with specified positions. Therefore, specifications may not include all duties performed by individuals within a classification. In addition, specifications are intended to outline the minimum qualifications necessary for entry into the class and do not necessarily convey the qualifications of incumbents within the position.*

### **DEFINITION:**

Under direction, plans, supervises, and performs complex professional air monitoring and technical investigation work which requires advanced knowledge in specialized areas including, but not limited to, atmospheric and airborne emission (including contaminants) sampling and data collection, analysis, interpretation, and summary; the operation, maintenance, installation and servicing of ambient and enforcement air monitoring and meteorological instruments, telemetry and source test equipment; field studies; report and public meeting preparation; performs related duties as required.

### **CLASS CHARACTERISTICS:**

The Air Monitoring Supervisor is a single position classification responsible for the administration and oversight of the District's ambient air monitoring program. The class is distinguished from the Monitoring Specialist III by its more specialized knowledge of air monitoring methods and analysis, its supervisory and budgetary responsibilities, and decision making accountability.

### **ESSENTIAL FUNCTIONS:** *(includes but are not limited to the following)*

These functions may not be present in all positions in multiple position classes. When a position is to be filled, the essential functions will be noted in the announcement of position availability.

- Plans, directs, supervises and tracks the work of others; evaluates staff performance and seeks ways to assist staff in professional development.
- Participates in the development and implementation of goals, objectives, policies and procedures related to functional areas of responsibility; develops and tracks section budget; coordinates section activities within and outside the division.
- Provides professional advice to management, technical expertise and staff direction, scheduling, guidance and training in specialized program areas such as Prevention of Significant Deterioration (PSD) ambient air monitoring, State and Local Air Monitoring Stations (SLAMS), and Photochemical Assessment Monitoring Stations (PAMS). Implements Meteorological and Air Quality, Quality Assurance Program(s); operates and maintains air quality monitoring stations.
- Directs, conducts and/or assists with measurements and analyses of toxic air pollutants including non-methane hydrocarbon monitoring using capillary gas chromatography. Interprets instrument charts; performs data validation of data generated at monitoring sites; interprets and records data; maintains quality control data; tabulates data; and conducts manual sampling and analyses of the atmosphere and emissions from industrial sources.
- Directs and/or develops computerized database routines and data base queries to aid in the processing of air quality monitoring data and the generation of real-time alarms.

- Oversees permit-mandated monitoring program(s) (i.e., PSD, odor Monitoring) to ensure the collection of quality data and compliance with related permit conditions.
- Generates and maintains historical summaries and trends of local air quality data. Develops and writes annual reports presenting data in graphical and tabular form.
- Prepares and disseminates air contaminant levels for different facilities and regions. Transfers or places, and ensures, accurate information is routed to the District's real-time monitoring web page and the air quality informational phone line. Implements and maintains Air Quality Episode Notification Plan.
- Installs, calibrates, operates, maintains, and services ambient air monitoring instruments and telemetry equipment, including the preparation of necessary gaseous standard mixtures; repairs and rebuilds sensors and monitors; calibrates, services, and operates electronic test equipment. Certifies and maintains standards for use in calibration of equipment. Performs on-site inspections of air monitoring equipment operations.
- Researches, develops, writes and maintains monitoring plan documents, quality assurance manuals, and operating procedures. Reviews and evaluates industry developed monitoring plan documents, quality assurance manuals, and operating procedures
- Attends meetings, makes presentations and provides testimony; prepares reports related to air pollution control issues. Participates on State and/or National technical committees.
- Directs, prepares and/or assists in the preparation of public presentations, correspondence, contracts, proposals, billings, articles, staff reports; disseminates information and answers inquiries from individuals and groups on air quality. Advises the public regarding policies, requirements, and procedures of the Santa Barbara County APCD. Provides data for the preparation of the Clean Air Plan and Environmental Impact Reports.
- Monitors State and Federal legislation and administrative requirements and other air quality regulations and programs. Develops data and technical materials, conducts studies and prepares reports in support of air quality planning functions, permit development, complaint response and enforcement cases. Also provides same to private, state and federal monitoring programs.
- Assists in the development, design, and preparation of specifications for equipment, spare parts, and site installation. Installs upgrades to air monitoring equipment; develops improvements to air monitoring network. Prepares cost estimates and recommendations for equipment purchases.
- Directs and/or conducts field or laboratory analyses; performs test, measurement and equipment analysis and establishes instrumentation specifications; performs internal audits of systems and monitoring sites; prepares written reports.
- Maintains adequate supply of parts and consumables for laboratory and field operations.

### **WORKING CONDITIONS:**

Position requires prolonged sitting, standing, walking, reaching, twisting, turning, kneeling, bending, squatting, and stooping in the performance of daily activities. The position also requires grasping, repetitive hand movement and fine coordination in preparing statistical reports and data using a computer keyboard and small hand tools. Additionally, the position requires near vision in reading correspondence, statistical data on the computer, and acute hearing is required when providing telephone service and communicating in person. The need to lift, drag and push files, computer reports, monitoring equipment, computers or other materials weighing up to 80 pounds also is required.

Work is performed in an office environment and in the field and may require occasional exposure to hazardous conditions and unpleasant elements such as dust, fumes, vapor, solvents and high temperatures from operating processes; high noise levels, vibration and/or outside weather conditions. Fieldwork involves moderate physical

exertion such as walking, bending, stooping, kneeling, squatting, twisting, reaching, climbing, and working on uneven surfaces. Depending upon assignment may be required to climb ladders and high structures to evaluate processes in operation and/or occasionally perform work at elevated heights.

Transportation to offshore sites may require the use of airplane, helicopters or marine vessels in inclement weather and open sea conditions.

**QUALIFICATION GUIDELINES:** *(The following are minimal qualifications necessary for entry into the classification)*

#### **Education and/or Experience**

Any combination of education and/or experience that has provided the knowledge, skills, and abilities necessary for acceptable job performance. Example combinations include graduation with a bachelor's degree from an accredited college or university preferably with a major in environmental planning, environmental studies, statistics, operations research, physics, chemistry, mathematics, meteorology, electronics or a closely related technical or scientific field, at least four years of experience in technical ambient air quality emission analysis, emission data management and software applications and two additional years of increasingly responsible technical air quality experience performed in an independent manner. A Master's degree in any of the required disciplines may be substituted for one year of experience. A Doctorate degree may be substituted for two years of experience.

**KNOWLEDGE/ABILITIES/SKILLS:** *(The following are a representative sample of the KAS's necessary to perform essential duties of the position)*

#### **Knowledge of:**

Complex principles and practices used in air pollution analysis and control including physics, chemistry, mathematics, natural sciences, and meteorology as related to air quality management/air pollution control; local, regional, state, and federal regulations and policies governing air pollution control activities; scientific computer programming/modeling applications, research methods, methods of statistical analysis, principles and methods of measuring atmospheric conditions and pollution levels, methods of measuring stationary source emissions, chemical and physical characteristics of air impurities and their interactions with the environment; nomenclature and equipment used in air quality monitoring, data collection, and planning; air pollution control devices and industrial processes; engineering calculations and statistical methods.

Installation, operation, maintenance, testing, and repair of instruments and equipment employed in sampling, monitoring, and transmission of data involving electronics and chemical, physical and mechanical principles; rules and regulations relating to air quality standards and quality assurance standards applicable to air monitoring; electricity, electronics, mechanics and related mathematics as they apply to the use of air sampling instruments and equipment used to test the instruments; safety methods and devices used in working with and around electrical and electronic circuits and industrial gases.

#### **Ability to:**

Evaluate and provide expert technical guidance in specialized areas of ambient air monitoring and associated programs. Select, direct, train, evaluate and supervise staff; coordinate section functions; develop and track budgets; communicate effectively orally and in writing; plan, organize, and carry out studies and analysis; prepare clear, complete, and technically accurate reports; analyze data, develop recommendations based on findings, and reach sound and defensible conclusions; collect environmental data, collect stationary source emission data; work effectively with various governmental agencies, private firms, and the general public; analyze situations and take effective action; speak before groups, organizations, regulatory bodies and professional meetings, respond constructively to conflict and develop effective resolutions. Effectively use pertinent hand tools, equipment and facilities.

#### **Skill to:**

Operate an office computer and a variety of word processing, data management and other software applications; and use tools to perform manual maintenance operations.

**SPECIAL REQUIREMENTS:**

Possession of or ability to obtain a Class C California driver's license and a satisfactory driving record.

FLSA: Exempt  
Form 700 Required  
SBCAPCDEA, Unit 29

Adopted: January 21, 2010



## COMMUNITY PROGRAMS SUPERVISOR

*Class specifications are only intended to present a descriptive summary of the range of duties and responsibilities associated with specified positions. Therefore, specifications may not include all duties performed by individuals within a classification. In addition, specifications are intended to outline the minimum qualifications necessary for entry into the class and do not necessarily convey the qualifications of incumbents within the position.*

### **DEFINITION:**

Under direction, plans, supervises and performs professional work in a variety of District programs including, but not limited to, public information, education and outreach activities; CEQA/NEPA; and land development review;; performs related duties as required.

### **CLASS CHARACTERISTICS:**

The Community Program Supervisor is a single position classification responsible for administering the District's community relations, public information, education, outreach, CEQA/NEPA, and land development review.

### **ESSENTIAL FUNCTIONS:** *(includes but are not limited to the following)*

These functions may not be present in all positions in multiple position classes. When a position is to be filled, the essential functions will be noted in the announcement of position availability.

- Participates in the development and implementation of goals, objectives, policies and procedures related to functional areas of responsibility; develops and tracks section budget; coordinates section activities within and outside the division.
- Provides oversight to the Public Information and Education Specialist and development of the District's public information and outreach programs including public information, business and community assistance, web site, outreach documents, and media relations. Responds to inquiries from the public, media and community regarding air quality issues; maintains positive relationships with local news media.
- Coordinates with the Public Information and Education Specialist on District responses to media inquiries including providing quotes and assigning management response.
- Develops, directs and/or delivers presentations to the Board, schools, community groups and conferences; coordinates displays at environmental events; supervises District participation in award programs and special events.
- Manages technical and other service contracts including the competitive bid process, selection of firms, negotiation of contract provisions, and monitoring and evaluation of contractor's work.
- Provides professional advice to management, technical expertise and staff guidance in specialized program areas such as communications strategies, CEQA/NEPA, land use, and transportation efforts with other local, state and federal agencies; directs and participates in the evaluation of air quality impacts of projects and the design and implementation of mitigation measures and program and in the preparation of mandated air quality documents including CEQA documents and conformity rules.



- Plans, directs, supervises and tracks the work of others; evaluates staff performance and seeks way to assist staff in professional development.
- Monitors and reviews State and Federal legislation and administrative requirements and other air quality related regulations and programs, recommends positions, develops the District legislative platform.
- Researches, develops, writes and maintains a variety of documents, quality assurance manuals, and operating procedures.
- Attends meetings, makes presentations and provides testimony; prepares reports related to air pollution control issues. Participates on State and/or National technical committees.
- Directs, prepares and/or assists in the preparation of public presentations, correspondence, contracts, proposals, billings, articles, staff reports; disseminates information and answers inquiries from individuals and groups on air quality. Advises the public regarding policies, requirements, and procedures of the Santa Barbara County APCD.

#### **WORKING CONDITIONS:**

Position requires prolonged sitting, standing, walking, reaching, twisting, turning, kneeling, bending, squatting, and stooping in the performance of daily activities. The position also requires grasping, repetitive hand movement and fine coordination in preparing statistical reports and data using a computer keyboard and small hand tools. Additionally, the position requires near vision in reading correspondence, statistical data on the computer, and acute hearing is required when providing telephone service and communicating in person. The need to lift, drag and push files, computer reports, monitoring equipment, computers or other materials weighing up to 50 pounds also is required.

**QUALIFICATION GUIDELINES:** *(The following are minimal qualifications necessary for entry into the classification)*

#### **Education and/or Experience**

Any combination of education and/or experience that has provided the knowledge, skills, and abilities necessary for acceptable job performance. Example combinations include graduation with a bachelor's degree from an accredited college or university preferably with a major in journalism, public administration, communication, public relations/marketing, environmental planning, environmental studies or a closely related field, at least four years of experience, including some with a public agency.

**KNOWLEDGE/ABILITIES/SKILLS:** *(The following are a representative sample of the KAS's necessary to perform essential duties of the position)*

#### **Knowledge of:**

Principles and practices involved in community/media relations, public information, public outreach, internet, web, electronic media, and air pollution control; District, state and federal air pollution control rules and regulations; principles of environmental laws and civil procedures; principles and practices of supervision and governmental budgeting, methods of program planning, funding, and fiscal management; recent developments and sources of information on technical air pollution activities.

**Ability to:**

Select, direct, train, evaluate and supervise staff; coordinate section functions; communicate effectively orally and in writing; plan, organize, and carry out studies and analysis; prepare clear, complete, and technically accurate reports; analyze data, develop recommendations based on findings, and reach sound and defensible conclusions; collect environmental data; work effectively with various governmental agencies, private firms, and the general public; analyze situations and take effective action; develop and track budgets; operate in team settings; speak before groups, organizations, regulatory bodies and professional meetings, respond constructively to conflict and develop effective resolutions.

**Skill to:**

Operate an office computer and a variety of word processing, data management, publishing, graphics and other software applications.

**SPECIAL REQUIREMENTS:**

Possession of or ability to obtain a Class C California driver's license and a satisfactory driving record.

FLSA: Exempt  
Form 700 Required  
SBCAPCDEA, Unit 29

Adopted: January 21, 2010



## HUMAN RESOURCES OFFICER

*Class specifications are only intended to present a descriptive summary of the range of duties and responsibilities associated with specified positions. Therefore, specifications may not include all duties performed by individuals within a classification. In addition, specifications are intended to outline the minimum qualifications necessary for entry into the class and do not necessarily convey the qualifications of incumbents within the position.*

### **DEFINITION:**

Under administrative direction of the Control Officer, plans, organizes, and advises staff on activities related to the District's Human Resources programs; performs related work as assigned.

### **CLASS CHARACTERISTICS:**

This single position class manages the District Human Resources activities such as classification, recruitment, employee and labor relations, workers' compensation, and benefits administration. The incumbent is responsible for accomplishing goals and objectives related to the above activities and for furthering District goals and objectives within general policy guidelines. The incumbent serves as a member of the District's management team.

### **ESSENTIAL FUNCTIONS:** *(includes but are not limited to the following)*

These functions may not be present in all positions in multiple position classes. When a position is to be filled, the essential functions will be noted in the announcement of position availability.

- Advises the District's executive and management staff on the development and implementation of goals, objectives, policies and procedures regarding human resources, training, labor and employee relations, activities, and/ or problems.
- Organizes, directs, controls and reviews the day-to-day operations of the District's human resources program.
- Researches and analyzes issues, prepares and presents reports and recommendations regarding compensation and human resources issues to the Board and various committees and other groups
- Provides technical expertise for a centralized human resource function in the areas of recruitment, selection, employment, classification, compensation, employee and labor relations, equal employment, affirmative action, diversity, training, workers' compensation, benefits, and other human resource/labor relations areas.
- Administers regulations, programs and contracts associated with, but not limited to, Fair Labor Standards Act (FLSA), Family Medical Leave Act (FMLA), Americans with Disabilities Act (ADA), Equal Employment Opportunity (EEO), Affirmative Action (AA), Civil Service Rules (CSR), Memoranda of Understanding (MOU), Consolidated Omnibus Budget Reconciliation Act (COBRA), Cafeteria benefit plan, deferred compensation, retirement, Workers' Compensation (WC), State Disability Insurance (SDI), and Unemployment Insurance (UI).
- Represents the Control Officer in negotiations and employee relations including administration of memoranda of understanding with employee organizations.

- Researches, analyzes and costs out proposals, labor packages and labor demands. Provides data to the Control Officer and develops negotiating strategies. Meets and confers with labor organizations as needed.
- Meets with employees and employee organizations to discuss and resolve grievances and problems.
- Plans, conducts, and/or coordinates personnel investigations. Responds to regulatory agencies as appropriate.
- Plans and conducts recruitment activities for District job classes and develops job-related examinations.
- Plans and coordinates training and development programs for District staff.
- Administers employee benefit plans and programs; collaborates with broker and providers to obtain competitive quotes on District employee benefit plans and programs.
- Monitors developments and legislation related to personnel matters, evaluates the impact upon District operations and recommends policy and procedural changes and improvements.
- Provides leadership to collaborative labor-management workplace teams.
- Attends meetings, provides testimony, and prepares reports related to human resources and labor issues.
- Arranges and coordinates meetings/hearings related to negotiations, mediation and/or arbitration cases.
- Plans, organizes and conducts annual open enrollment meetings, training in new policies, procedures and/or application of regulations.

**WORKING CONDITIONS:**

Position requires prolonged sitting, standing, walking, reaching, twisting, turning, kneeling, bending, squatting, and stooping in the performance of daily activities. The position also requires grasping, repetitive hand movement and fine coordination in preparing statistical reports and data using a computer keyboard. Additionally, the position requires near vision in reading correspondence, statistical data on the computer. Acute hearing is required when providing telephone service and communicating in person. The need to lift, drag and push files, computer reports or other materials weighing up to 10 pounds also is required.

**QUALIFICATION GUIDELINES:** *(The following are minimal qualifications necessary for entry into the classification)*

**Education and/or Experience**

Any combination of education and/or experience that has provided the knowledge, skills, and abilities necessary for acceptable job performance. Example combinations include:

Graduation with a bachelor's degree from an accredited college or university preferably with a major in human resources, labor relations, business or public administration or a closely related field and at least five years of progressively responsible professional public personnel/human resources management experience.

**KNOWLEDGE/ABILITIES/SKILLS:** *(The following are a representative sample of the KAS's necessary to perform essential duties of the position)*

**Knowledge of:**

Complex principles and practices used in public personnel management including job and position analysis, recruitment and selection, affirmative action, classification, compensation, employee and labor relations, complaint investigations, compensation and employee benefits, performance planning and appraisal, negotiating techniques and costing, modern trends in human resource program development.

Principles of organizational and administrative research, analysis and methodology report writing methods and practices, management and organizational analysis and design.

State and Federal laws, regulations and standards pertaining to equal employment opportunity, fair labor standards, affirmative action, labor relations, employee benefits, Workers' Compensation, and safety.

**Ability to:**

Analyze and make sound recommendations on complex human resource issues; evaluate alternatives and make appropriate, creative recommendations; exercise sound independent judgement and initiative within established guidelines; interpret APCD rules, policies and procedures and applicable local state and federal legislation; exercise tact and diplomacy in dealing with sensitive and complex personnel issues and employee situations. Manage a major function within the APCD.

Communicate effectively orally and in writing; plan, organize, and carry out studies and analysis; prepare clear, complete, and technically accurate reports correspondence, analytical studies and other written materials using standard office and computer equipment; analyze data, develop recommendations based on findings, and reach sound and defensible conclusions; collect data; work effectively with various governmental agencies, private firms, and the general public; analyze situations and take effective action; speak before groups, organizations, regulatory bodies and professional meetings, respond constructively to conflict and develop effective resolutions.

**Skill to:**

Operate an office computer and a variety of word processing, data management and other software applications.

**SPECIAL REQUIREMENTS:**

Possession of or ability to obtain a Class C California driver's license and a satisfactory driving record.

FLSA: Exempt  
Form 700 Required  
Unrepresented, Unit 43

Adopted: January 21, 2010



## **PUBLIC INFORMATION AND EDUCATION SPECIALIST**

*Class specifications are only intended to present a descriptive summary of the range of duties and responsibilities associated with specified positions. Therefore, specifications may not include all duties performed by individuals within a classification. In addition, specifications are intended to outline the minimum qualifications necessary for entry into the class and do not necessarily convey the qualifications of incumbents within the position.*

### **DEFINITION:**

Under general supervision, performs a variety of assignments in planning, organizing, coordinating, and implementing a comprehensive public information and education program for the District. Serves as the Public Information Officer for the District.

### **CLASS CHARACTERISTICS:**

Incumbents work with minimal supervision and may either a lead or supervise projects, providing guidance and oversight to other professional staff; responsibility for assignments of substantial complexity and sensitivity requiring an in-depth knowledge of District programs, rules, and operations, local, state, and federal laws governing air pollution; performs high level professional public education and outreach work; serve as community and media liaison, and performs related work as assigned.

### **ESSENTIAL FUNCTIONS:** *(includes but are not limited to the following)*

- Develops, implements, and coordinates public information, outreach, and education projects to promote understanding of air quality subjects and of the District's mission and voluntary and regulatory programs.
- Coordinates with the Community Program Supervisor on District responses to media inquiries including providing quotes and assigning management response.
- Acts as a liaison for, and representative of, the District with the news media and the community.
- Serves as the District's Public Information Officer.
- Researches, organizes, develops, updates, and edits informational materials including, but not limited to, technical documents, web pages, newsletters and other publications, public notices, news releases, presentations, advertising scripts and materials, and other materials.
- Tracks, reviews, analyzes, and proposes comments on legislation and developments of importance to the District at regional, state, national levels.
- Represents District on the CAPCOA Public Outreach Committee and the NACAA Education and Outreach Committee.
- Supervises interns, manages the intern program, and coordinates contractors' contributions to outreach projects.
- Compiles statistics related to public outreach effectiveness.
- Participates on local, regional, and state advisory committees for education and outreach activities related to air quality issues.

- Provides general information regarding all aspects of air quality to the public.
- Manages a variety of program related projects.
- Provides specialized technical knowledge to staff, regulated community, students, and other agencies.
- Develops and makes presentations to a variety of audiences.

### **WORKING CONDITIONS:**

Position requires prolonged sitting, standing, walking, reaching, twisting, turning, kneeling, bending, squatting, and stooping in the performance of daily activities. The position also requires grasping, repetitive hand movement and fine coordination in writing, designing web sites and evaluating data using a computer keyboard. Additionally, the position requires near vision in reading correspondence, statistical data on the computer, and acute hearing is required when providing telephone service and communicating in person. The need to lift, drag and push files, displays or other materials weighing up to 25 pounds also is required.

Independent travel is required. Work is performed primarily in an office environment and in the field and may require exposure to outside weather conditions. Fieldwork involves moderate physical exertion such as walking, bending, stooping, kneeling, squatting, twisting, reaching, climbing, and working on uneven surfaces.

**QUALIFICATION GUIDELINES:** *(The following are minimal qualifications necessary for entry into the classification)*

### **Education and/or Experience**

Any combination of education and/or experience that has provided the knowledge, skills, and abilities necessary for acceptable job performance. Example combinations include:

Graduation with a bachelor's degree from an accredited college or university with a major in journalism, communications, public relations, environmental science, public or business administration or a closely related field and at least two years of professional experience in writing and disseminating public information, including speaking before groups, liaison responsibilities with individuals and representatives from community and civic groups, and one additional year of increasingly responsible professional experience performed in an independent manner. A Master's degree in any of the required disciplines may be substituted for one year of experience.

**KNOWLEDGE/ABILITIES/SKILLS:** *(The following are a representative sample of the KAS's necessary to perform essential duties of the position)*

#### **Knowledge of:**

Local, state, and federal laws pertaining to air quality; District rules and regulations, policies and procedures; air pollution or related environmental problems; research techniques, methods, and procedures, federal, state and local government organization; principles and practices of public and community relations, mass communications, and the media written and oral communication.

#### **Ability to:**

Deal tactfully and effectively with the public, media, and representatives of the business community; recommend and implement goals and objectives; communicate effectively orally and in writing; prepare and present speeches, articles, and scripts; exercise appropriate judgment in answering questions and releasing information; analyze technical information and translate into understandable format for regulated sources and the general public; develop and maintain effective working relationships.

**Skill in:**

Researching , compiling, and summarizing a variety of complex and technical reports and informational materials; composing clear and complete technical, educational, and informational reference materials for industry and public use; maintaining accurate records and files; interpreting and applying federal, state, and local laws, regulations, policies, procedures, and standards pertaining to the environmental review and planning process; performing and coordinating activities, such as the collection, analysis, and preparation of reports and recommendations; reading and interpreting laws, policies, procedures, regulations, maps, specifications, graphs and statistical data; exercising sound independent judgment within established policy guidelines; operating personal computer and a variety of word processing, data management and other software applications.

**SPECIAL REQUIREMENTS:**

Possession of or ability to obtain a Class C California driver's license and a satisfactory driving record.

FLSA: Exempt  
Form 700 Required  
ETA, Unit 28

Adopted: January 21, 2010