

Job Description

This job description in no way states or implies that these are the only duties to be performed by the employee occupying this position. Employees are required to follow other job-related instructions and to perform any other job-related duties as requested by their supervisor. Reasonable accommodation may be made to enable individuals with disabilities to perform the job functions described herein.

Job Title: **Public Relations Specialist**

Department: Administration

Pay Grade: 109

FLSA Status: Exempt

JOB SUMMARY

Under general supervision, develops and delivers internal and external communication including public information, media relations, engagement initiatives, website, social media and crisis communications.

ESSENTIAL JOB FUNCTIONS

- Collaborates with departments to determine needs, define goals, and develop strategies to carry out external and internal communication plans that support business objectives.
- Sources ideas, conduct research, and interviews internal subject matter experts to develop content for various communication outlets including, press releases, messaging, presentations, marketing, social media, website content, etc.
- Generates public awareness and understanding about the company, mission, purpose, services, employees, events, and industry trends.
- Oversee, operate, and update website and social media channels to support corporate, departmental, and situational initiatives.
- Create internal communication products including newsletters and message board material.
- Develop strategies and implement tactics to promote the value of wastewater service to external stakeholders.
- Develop print materials for annual reports, newsletters, brochures, etc.
- Provide customer education at community meetings/events, schools, business gatherings, etc.
- Assists with the development and delivery of emergency communications and notifications during hazard events.
- Present key communication initiatives and tools at Commission meetings as requested.
- Manages public relation efforts for major capital projects.
- Establishes, builds, and strengthens relationships with local businesses and civic/governmental bodies.
- Stays abreast of state and federal public notification and wastewater regulations.
- Performs general administrative/office duties as required, including typing reports and correspondence, entering, and retrieving computer data, copying, and filing

documents, answering the telephone, establishing, and maintaining filing systems, etc.

- Maintains discretion and confidentiality in handling office information.
- Performs special projects as assigned.
- Performs other administrative division tasks as requested.
- Performs other related duties as assigned.

MINIMUM QUALIFICATIONS

Education and Experience:

- Associate's degree in communications, marketing, journalism, public relations, or a related field;
- Three (3) years of previous experience involving public relations and/or communications; or
- Equivalent education, training, and/or experience.

Licenses or Certifications:

- Valid South Carolina driver's license.

Special Qualifications:

- Requires advance skills in Microsoft and associated software to produce spreadsheets and correspondence; and performs desktop publishing.
- Able to use or learn to use a variety of equipment such as computer, printer, fax machine, copy machine, postage machine, etc.; a variety of supplies such as general office supplies, etc.; and a variety of computer software such as Microsoft Office, Novisign, Lucity, etc.

Knowledge, Skills and Abilities:

- Knowledge of the occupational hazards and safety precautions of the industry.
- Knowledge of the laws, ordinances, standards, and regulations pertaining to the specific duties and responsibilities of the position.
- Knowledge of the organization, related departments, and agencies.
- Knowledge of modern office practices and equipment.
- Knowledge of proper English usage, vocabulary, punctuation and spelling.
- Knowledge of basic mathematics.
- Skill in operating and maintaining a variety of office equipment as necessary in the performance of daily activities.
- Skill in applying a responsible attention to detail as necessary in preparing reports and correspondence.
- Skill in secretarial, clerical, organizational and interpersonal functions.
- Skill in typing with accuracy and speed.
- Ability to perform duties in a courteous manner and with the utmost integrity in the best interest of the public.
- Ability to read and interpret various materials pertaining to the responsibilities of the job.
- Ability to use independent judgment in performing routine tasks.
- Ability to plan, organize, and prioritize daily assignments and work activities.
- Ability to perform job duties effectively despite frequent interruptions.
- Ability to balance multiple tasks.
- Ability to offer assistance to fellow employees as necessary.

- Ability to react calmly and quickly in emergency situations.

PHYSICAL DEMANDS

The work is sedentary work. This requires exerting up to 10 pounds of force occasionally and/or negligible amount of force frequently or constantly to lift, carry, push, pull, or otherwise move objects including the human body. Additionally, the following physical abilities are required: fingering, hearing, mental acuity, repetitive motion, speaking, standing, talking, visual acuity, and walking.

WORK ENVIRONMENT

Works inside an office environment. Work may be required after normal business hours or on weekends.

The North Charleston Sewer District has the right to revise this job description at any time and it does not represent in any way a contract of employment. My signature below indicates that I have received and reviewed the above description. I am able to perform the essential functions of my position with or without reasonable accommodation.

Employee Signature

Date

Supervisor (or HR) Signature

Date