

DELTA MOSQUITO & VECTOR CONTROL DISTRICT

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Dr. Mustapha Debboun
General Manager

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Mir Bear-Johnson
Assistant Manager

Crystal Grippin
Scientific Program Manager

Andrea Troupin
Biologist

Mark Nakata
Biologist

JOB ANNOUNCEMENT Community Education and Outreach Coordinator

FILING PERIOD: Open until filled.
SALARY RANGE: \$65,488.59 TO \$81,860.73 (5-Step scale), negotiable.
BENEFITS: Package includes CalPERS retirement & medical, Delta dental, VSP vision, disability (long & short term), administrative leave, vacation, sick leave, etc.
STATUS: Full-time, probationary, FLSA Exempt position.

POSITION

Under the direction of the General Manager and Assistant Manager, the Community Education and Outreach Coordinator is responsible for identifying and utilizing appropriate methods for reaching the District's stakeholders; representing the District in media and community relations appearances; and developing public health communication programs to focus prevention efforts on key behaviors that have the greatest potential to reduce vectors and vector-borne diseases, including creative video and graphic content for digital, broadcast, and print campaigns. This position is among those responsible for information on the District website. The position requires discretion, judgment, creativity, and will be responsible for supervising other personnel during events.

IDEAL CANDIDATE

Educational Background:

- Bachelor's degree in communications, journalism, marketing, video or graphic arts, science, education, or related field.

Skills/Knowledge/Experience in:

- Working with the media.
- Developing public relations strategies, public outreach budget, policies and procedures.
- Writing, editing, publishing and disseminating newsletters and other District-produced informational publications.
- Updating and monitoring District website and social media platforms.
- Planning, scheduling and participating in community and media events.
- Developing and executing public outreach, awareness and education programs to promote knowledge of the District's programs.
- Communicates with coworkers, professional organizations, government agencies and local communities, both in writing and orally.

Other Qualifications:

- Bilingual proficiency in English and Spanish preferred.
- Must have or be able to gain the California State Department of Public Health Vector Control Certification in Categories A-D, within 18 months of hire.
- Valid California Driver's License.

APPLY

Submit Cover letter, Resume/CV, Transcripts and any other relevant documents to mirbearjohnson@deltavcd.com.

SELECTION

Applicants will be selected for interviews based on information submitted in comparison to the job description and required qualifications.

COMMUNITY EDUCATION AND OUTREACH COORDINATOR FULL JOB DESCRIPTION

Position Definition, Description and Characteristics:

Under the direction of the General Manager and Assistant Manager, the Community Education and Outreach Coordinator is responsible for identifying and utilizing appropriate methods for reaching the District's stakeholders; representing the District in media and community relations appearances; and developing public health communication programs to focus prevention efforts on key behaviors that have the greatest potential to reduce vectors and vector-borne diseases, including creative video and graphic content for digital, broadcast, and print campaigns. This position is among those responsible for information on the District website. The position requires discretion, judgment, creativity, and will be responsible for supervising other personnel during events. Excellent communication skills and sound judgment are required. The position constitutes an exempt employee under the Fair Labor Standards Act.

Example of Duties:

- Develops and implements the District's community outreach strategies, public outreach budget, policies, and procedures. Monitors and evaluates communication campaigns and outreach strategies.
- Identify target audiences and tailor outreach to those audiences.
- Writes, edits, publishes, and disseminates newsletters and other District-produced informational publications.
- Develops and coordinates information posted on the District website and social media platforms.
- Photographs District events for distribution with District related press releases and feature stories.
- Attends meetings of the Board, commissions, and committees as required and serves on assigned committees, community groups, and task forces.
- Plans, schedules, and participates in community and media events, sometimes during the evenings and on weekends, such as fairs, events, and attractions that profile and promote public awareness of the District's mission, activities, and function.
- Develops messaging, talking points, and media training for District staff.
- Serves as spokesperson for the District as assigned by the General Manager.
- Creates and develops multimedia informational/educational materials for public and District use relating to the District's activities. This includes researching, writing, taking professional photos, graphic design, and recording and editing professional videos.
- Answers inquiries by telephone or in-person to accurately provide information requested or to refer parties to the proper sources of information; responds to media questions and inquiries.

- Prepares public information response plans for emergency and disaster situations.
- Develops contacts and relationships with media to create positive media opportunities for the District and manages media-related inquiries, coordinating or giving media interviews.
- Promotes District-sponsored community events, activities and programs; acts as a liaison to citizens, schools, and community groups in providing information and promoting a positive image of the District.
- Gives informational talks to community groups, including homeowners' associations, school districts, business leaders, community groups and other agencies.
- Develops and executes public outreach, awareness, and education programs to promote knowledge of the District's vector control programs to a variety of community stakeholders, including media, government agencies, communities, school districts, utility districts, and residents.
- Performs other related work as required.

Education and Experience:

A bachelor's degree from an accredited college or university in Communications, Public Relations, Journalism, Marketing, Science, Education, or related field. Preferred with at least one year of related experience working in public relations, journalism, for a public health agency, non-profit organization, or vector abatement agency. Some experience working with the media required.

Experience is desired in working and interacting with the public and community members, giving interviews to the media, and delivering presentations to a live audience; writing and/or designing public information materials such as brochures, flyers, and articles for public dissemination; knowledge in video production/editing, digital and social media advertising and web design. The ability to write, speak, and understand both Spanish and English is preferred.

Significant experience in lieu of education, or more education in lieu of experience will be considered on a case-by-case basis.

Licenses, Certifications, Examinations:

The applicant must have a valid California Driver's License and have and maintain a good driving record and be insurable under the District's insurance carrier.

The applicant must possess the ability to obtain and maintain a Mosquito Control Technician Certificate, a Vertebrate Control Certificate, and a Terrestrial Invertebrate Vector Control Certificate from the California State Department of Public Health.

The applicant must successfully complete a pre-placement physical examination, respirator training and drug screen.

Knowledge, Skills and Abilities:

To be successful in this position, an individual must be able to perform each essential duty and responsibility satisfactorily. The position requires outstanding verbal and written skills, preferentially in both English and Spanish; the ability to work effectively with other employees and the public; an understanding of community engagement and common outreach strategies and principles. Proficiency in standard computer software applications (Microsoft Office Suite) and basic graphic design. Knowledge of photography, videography, and digital design is highly desirable. Must have experience in use of social media applications such as Facebook, Instagram, and Twitter. Must have the ability to work in and assess multi-cultural and socioeconomic challenges & barriers, and target outreach to meet specific needs. Must be self-motivated with a high degree of independence and possess a high level of organizational skills.

Working Conditions:

The Community Education and Outreach Coordinator may be exposed to pesticides, communicable diseases, and other health hazards; inclement weather conditions; and verbally abusive behavior from unfriendly individuals.

Environmental Conditions:

Occasionally the work is performed in extremely high temperatures which may include the requirement that heavy protective gear and equipment be carried. Extreme dryness is present much of the time although some weather conditions or locations include humid conditions. The employee will be exposed to hazards which include insect bites, chemicals, fumes, and dust.

Functional Requirements:

Ability to work in a standard office environment with some exposure to the outdoors; to travel to different sites and locations; attend evening meetings/events; work under pressure and potentially stressful situations. Strength, stamina, and mobility to perform light physical work, to work around machines, to operate a variety of tools and equipment, and to operate a motor vehicle; vision to read printed materials and a computer screen; hearing and speech to communicate in person and over the telephone; finger dexterity needed to access, enter, and retrieve data using a computer keyboard, and to operate tools and equipment. Incumbents in this classification frequently walk, bend, stoop, kneel, crouch, twist, reach, stand, and traverse uneven and/or slippery ground such as fields, dirt banks, stream beds and rough terrain. Incumbents must possess the ability to grasp, lift, carry, push, and pull materials and objects weighing up to 50 pounds or heavier weights with assistance and/or the use of proper equipment.