

SAN BERNARDINO MUNICIPAL WATER DEPARTMENT CLASSIFICATION SPECIFICATION

TITLE: WATER CONSERVATION COORDINATOR

DATE: 5/5/2015

JOB CODE: 51726

FLSA STATUS: EXEMPT

UNIT REPRESENTATION: MID-MGMT

Class specifications are intended to present a descriptive list of the range of duties performed by employees in the class. Specifications are not intended to reflect all duties performed within the job.

DUTIES SUMMARY

Under general supervision plan, develop, implement, evaluate, and coordinate the Department's residential, multi-family, commercial, and large landscape water conservation and water efficiency programs; assist in securing necessary budgetary, administrative, and policy approvals for the components of the program; responsible for the development and execution of conservation based community outreach programs and events; oversee the Department's K-12 water education school program; participate in and support other regional and state wide conservation efforts and initiatives; perform a variety of technical and administrative duties; represent the Department in the community and at water conservation related professional meetings as required; develop, implement, and prepare reports to measure improvement in water use efficiency and program evaluation; and perform related work as required.

DISTINGUISHING CHARACTERISTICS

The class of Water Conservation Coordinator is a specialized, single incumbent class. Supervision is received from the Administrative Services Manager. Incumbent must possess strong technical and administrative skills in support of the Department's water conservation, water efficiency, and water education efforts with community and business groups and other public agencies. Incumbent must be highly motivated, professional, and work independently, exercising a substantial degree of judgment in the accomplishment of objectives and in making sound recommendations based on the operating procedures and policies of the Department.

EXAMPLES OF DUTIES

The following duties are typical essential duties for positions in this classification. Any single position may perform all of these duties and/or may perform similar related duties not listed here.

- Provide courteous and expeditious customer service to the general public and City and Department staff;
- Routinely adhere to and maintain a positive attitude toward City and Department goals;
- Develop and implement goals, objectives, and benchmarks for the Department's water conservation and water education programs, including the scheduling and presentation of water conservation practices to citizen groups, businesses, students, homeowners, and other interested groups;

- Develop and execute marketing plans, including reviewing, proposing, and developing program literature and outreach materials;
- Coordinate all Department community outreach information;
- Design, develop, format, and update public information materials to promote the Department's annual water conservation poster contest;
- Develop, format, and update public information printed materials to promote the Department's residential and commercial water conservation rebate program, including applications, flyers, and bill inserts;
- Develop, format, and update effective public information web materials to promote the Department's residential and commercial water conservation rebate program, including applications, flyers and announcements;
- Develop, format, and update effective public information materials for regional water sponsored community events and programs, including the annual Inland Solar Challenge and Water Saving Garden Friendly Plant Sales;
- Plan, develop, organize, format, edit, prepare layouts, and produce materials for the Department's annual Consumer Confidence Report (CCR) and meet state mandated mailing deadline;
- Design, develop, format, update, and produce materials to promote general conservation awareness, including flyers, handouts, bill inserts, pamphlets, brochures, and announcements;
- Plan and develop the Department's water-smart residential landscape workshops;
- Provide guidance to customers on water efficiency use and conservation practices;
- Gather, maintain, and analyze customer water consumption information by rate class to identify excessive water usage;
- Conduct site visits and review and evaluate existing irrigation water systems. Submit recommendations for reducing water use and/or increasing irrigation efficiency;
- Compose written reports to site owners and managers outlining suggestions for water system use improvements;
- Respond to general customer inquiries or complaints regarding water conservation, water education, and water efficiency;
- Manage and further develop the Department's water conservation rebate program;
- Research, evaluate, and design new conservation programs;
- Develop and implement program work plans;
- Develop, implement, and prepare reports and analyses on program operations and evaluation;
- Conduct follow-up inspections on customer sites to validate the installation and use of water conservation products purchased through our rebate program;
- Establish and maintain database of all water waste related issues to include, complaints, documentation, work orders, correspondence, and resolutions;
- Coordinate miscellaneous conservation related Department programs for community participation;

- Develop and maintain knowledge of drought tolerant and “California Friendly” plants and landscapes;
- Develop and maintain knowledge of irrigation systems and best practice, including weather based controllers;
- Develop and maintain knowledge of water efficiency rating systems provided by government agencies, including; Environmental Protection Agency and California Urban Water Conservation Council;
- Create and implement strategies to enhance community awareness and involvement in the Department’s water conservation/efficiency efforts;
- Create and implement strategies to enhance community awareness and involvement in the Department’s recycled water efforts;
- Plan, organize, coordinate, and administer a recycled water education program for use in elementary and secondary schools;
- Schedule and confirm educational presentations;
- Coordinate, promote, and participate in a variety of water sponsored community events and programs, including the annual Inland Solar Challenge;
- Establish, monitor, and respond to a Department water waste hot line;
- Handle complex water conservation related inquiries or complaints and provide clear explanations of procedures and regulations;
- Work with Customer Service, Field Service, and Billing sections to identify, monitor, and resolve water conservation, water efficiency, and water education issues;
- Coordinate and set up displays and exhibits for community fairs and other civic events; assist in designing exhibit materials; organize and staff information booths and maintain supplies for distribution at events;
- Assist in the maintenance of the regional water conservation website;
- Develop and maintain the Department’s conservation related website materials including water conservation tips and announcements;
- Perform skilled work utilizing word processing, spreadsheets, and databases at an advanced level;
- Develop and monitor water conservation budget;
- Compile statistics and prepare accurate periodic reports for submission to State;
- Assist in coordination of the Department’s program administration with local and State agencies;
- Prepare and submit mandatory reporting as required by State Water Resource Control Board;
- Keep current with all Federal, State, and local water conservation related regulatory requirements;
- Implement and enforce all changes in Federal, State, and local water conservation related regulatory requirements;

QUALIFICATIONS

Any combination of education, training, and experience that would likely provide the knowledge, skills, and abilities to successfully perform in the position is qualifying. A typical combination includes:

Knowledge of:

- Principles and practices of public administration;
- Customer service etiquette, both in person and on the phone;
- Principles and practices of water conservation;
- Methods of public information, education, outreach, and marketing;
- Principles, practices, and techniques of landscape irrigation systems;
- Federal, State, and local water conservation related regulations;
- Landscape irrigation audits;
- Effective communication and presentation methods;
- Applicable federal, state and local laws, rules and regulations pertaining to water conservation;
- Desktop publishing software at an intermediate level;
- Microsoft Office Suite, including Word, Excel, PowerPoint, and Publisher at an advanced level;
- Adobe Design Suite, including Acrobat, Illustrator, Photoshop, and LiveCycle Designer at an intermediate level;
- Landscape design software and other software applications related to water conservation;
- High efficiency landscape irrigation products/devices;
- Drought tolerant/California Friendly plants, types of soils, turf grasses, and irrigation systems;
- High efficiency indoor water conservation appurtenances used for residential, commercial, industrial, and institutional water conservation;
- Principles and practices of sound business communication including correct English usage, spelling, grammar, and punctuation;
- Environmental issues and concerns related to water systems and conservation;
- Safety practices applicable to irrigation systems and conservation activities;
- Basic principles and practices of graphic design;
- Principles and practices of photography;

- Principles and practices of multi-media presentations;

Ability to:

- Maintain a driving record which meets Vehicle Code Standards and is acceptable to the Department and its insurance carrier;
- Create, market, organize, and implement water conservation and water efficiency programs;
- Ability to develop, market and publish a variety of materials including the annual CCR Calendar, rebate applications, event announcements, information flyers, for dissemination to the public;
- Establish and maintain effective working relationships with other agencies and community groups;
- Communicate effectively, both verbally and in written form;
- Proof read and edit all materials;
- Speak publicly, and conduct conservation related classes for large groups in excess of 100 attendees;
- Analyze water conservation data, evaluate alternatives, and recommend changes to program policies, and procedures;
- Query and collate account consumption statistics for benchmarking purposes; evaluate the overall effectiveness of water conservation programs by account, rate class, and overall customer base;
- Perform field measurements, calculations, and sketches;
- Read and interpret landscape plans;
- Make complex mathematical calculations;
- Use a variety of tools, devices, and equipment specific to water conservation activities;
- Design and present a variety of communication materials; compose and edit flyers and reports;
- Prepare and give presentations; edit materials using proper punctuation and grammar;
- Develop and maintain up-to-date knowledge of water conservation practices and products;
- Establish and maintain effective working relationships with customers;
- Properly interpret and make sound decisions in accordance with applicable laws, regulations, and policies;
- Operate a personal computer and possess a working knowledge of web site applications;
- Organize, set priorities, and exercise sound judgment within areas of responsibility;
- Exercise a high level of tact and diplomacy in dealing with the public;

- Understand and carry out oral and written instructions;
- Create effective graphic designs for use in education and marketing programs;
- Work effectively with diverse, multi-cultural, groups;
- Oversee the Department's water conservation rebate program;
- Perform work requiring sound independent judgment, accuracy, and the judicial prioritization of assignments;
- Plan and organize work to meet changing priorities and deadlines;
- Use and operate a camera;
- Maintain accurate files and detailed records;
- Work under high stress conditions;
- Work a demanding schedule including evenings and weekends;

MINIMUM QUALIFICATIONS

Education: Graduation from high school, or equivalent, supplemented by the completion of two (2) years (48 units) of college coursework from an accredited college or university in water, business administration, computers, and mathematics related studies;

And

Experience: Five (5) years of customer service or public information experience involving heavy customer contact and problem resolution with at least three (3) years in a water related field. One (1) year or more of public speaking and presentation experience preferred; One (1) year or more of experience administering a community outreach program involving water conservation and rebate incentives preferred;

And

Certificates: Must obtain and maintain a valid AWWA Water Conservation Practitioner Grade 1 certificate within twelve (12) months of appointment; possession at time of application preferred.

Must obtain and maintain a valid AWWA Water Conservation Practitioner grade 2 certificate within 24 months of appointment; possession at time of application preferred.

NECESSARY SPECIAL REQUIREMENTS

Possession of a valid Class "C" California driver's license. For out of state applicants, a valid driver's license is required and a valid Class "C" California driver's license must be obtained within ten (10) days of appointment (CA Vehicle Code 12505c).

Must be physically capable of performing the critical and important duties of the job class;

Must be willing to work numerous weekends and evenings.

PHYSICAL TASKS AND ENVIRONMENTAL CONDITIONS

There is frequent need to stand, sit, stoop, walk and perform other similar actions during the course of the workday. Must be able to work indoors and outdoors in a variety of environmental conditions.

Incumbents require sufficient mobility to work in an office setting and operate office equipment. Must be able to transport materials and supplies weighing up to 55 pounds and to travel to various indoor and outdoor locations. Must be able to see in the normal visual range with or without correction with vision sufficient to read small print, computer screens and other printed documents. Must be able to hear in the normal audio range with or without correction. Employee accommodations for physical or mental disabilities will be considered on a case-by-case basis.

Job Description:

BOWC Approved:

5/5/2015

Testing Standards: CS App Review; CS Supp App Review; CS Oral Board

CSB Approved:

6/9/2015