

# Job Opening:

# EXTERNAL AFFAIRS SPECIALIST

Balanced water supply

Effective, efficient flood protection

Reliable power supply

Balanced environmental actions

*KRCD is a collaborative resource management agency serving agriculture, business, and residential communities within 1.2 million acres spanning portions of Fresno, Kings and Tulare counties.*



*Reliable resources for the Valley*

# EXTERNAL AFFAIRS SPECIALIST

## THE ORGANIZATION

KRCD is a collaborative resource management agency serving agriculture, business, and residential communities within 1.2 million acres spanning portions of Fresno, Kings and Tulare counties.

With office headquarters in the heart of California's Central Valley, KRCD is a catalyst for tangible solutions in the Valley's adapting landscape. KRCD's knowledgeable, experienced, and reliable personnel assist with a broad range of resource-related programs. With responsibilities in flood control, hydroelectric power generation, improved water management and efficiency, environmental oversight, and groundwater management, KRCD's activities are diverse.

KRCD has been involved in water resource management since its inception in 1951. We take seriously our role for the Kings River region - preserving the natural beauty, habitat, and quality of life for future generations to enjoy. We promote efficient water use, collect valuable public data on groundwater conditions and land subsidence, and maintain river channels and levees for flood control purposes. And in an era with increasing need to carefully steward water resources for long-term viability of the region's economy and wellbeing, KRCD is involved in local water program implementation. A trusted agency at the State and local level among cooperating agencies and diverse constituents, we work to coalesce regional leaders to break through the noise of confusing legislative burdens, and act as the go-between for people directly impacted by policy decisions.

Beyond water resources, KRCD is dedicated to improving the reliability and stability of the electrical system in the central San Joaquin Valley. We own and operate the Jeff L. Taylor Pine Flat Power Plant, providing clean and renewable hydroelectric energy to the grid.

Understanding the need for balanced resources management, KRCD has over many years conducted numerous fishery and wildlife projects on the Kings River's banks and in the watershed. Environmental issues underscore resource management - that is why we commit dollars and staff to manage the Kings River Fisheries Management Program, a cooperative focused on enhancing the lower Kings River health and habitat.

Another important element of water resource management is quality. KRCD is the umbrella organization that houses the Kings River Water Quality Coalition, a joint powers agency created by irrigation districts in the Kings River service area in 2009, that serves as the local administrator of the State Water Resources Control Board's Irrigated Lands Regulatory Program. Similarly, the Kings Water Alliance is a non-profit organization housed at KRCD, created in 2021 to implement the State's Nitrate Control Program within the Kings River service area.

## EXTERNAL AFFAIRS

With a growing need for public communications and engagement on resource related issues across programs, KRCD's External Affairs Department has remained agile to meet the region's need. With growing opportunities to expand communications impact and reach, the External Affairs Department is seeking an External Affairs Specialist to support and accelerate its activities. The External Affairs Department values team players with a desire to grow and learn on a dynamic, high-performing team and is seeking a self-starter with a high level of problem-solving acumen.

# EXTERNAL AFFAIRS SPECIALIST

## DEFINITION

The External Affairs Specialist will assist in executing exceptional communications campaigns for our partners. If you like analytical, focused work, are a self-starter with a high level of problem-solving acumen and want to be part of a dynamic high-performing team, the Kings River Conservation District is an excellent place to grow your career. At KRCD, we value team players with a desire to learn and grow. An interest and knowledge of natural resources management and/or agriculture is preferred but not required.

The External Affairs Specialist supports the External Affairs Department in executing and monitoring communications strategies focused on public stakeholder engagement. This role also involves tracking and reporting analytics on communications campaigns and coordinating stakeholder events. Under direction of the Director of External Affairs, the External Affairs Specialist performs a variety of assignments associated with the District's comprehensive External Affairs program; makes recommendations and participates in implementing the District's objectives.

### **SALARY RANGE:**

\$30.09 - \$38.40/hour DOQ

### **APPLICATIONS WILL BE ACCEPTED**

**UNTIL POSITION IS FILLED**

## DUTIES AND RESPONSIBILITIES

### ESSENTIAL DUTIES AND RESPONSIBILITIES INCLUDE THE FOLLOWING:

- Development of communication materials for internal and external audiences
- Oversee mailing lists for District communications and publications
- Coordinate and conduct tours of District facilities
- Research and write news releases, feature stories, and other media presentations
- Perform graphic design and layout work
- Perform background research related to external affairs functions
- Represent District services and programs with the public, community groups, and other organizations
- Coordination of updates and improvements on the agencies' websites
- Oversee and maintain agencies' social media presence
- Organize and staff public outreach and engagement events
- Assist with coordination of media outreach and coverage
- Other duties as assigned

## EMPLOYMENT STANDARDS

### KNOWLEDGE OF:

- Principles, practices, and techniques of distributing information for mass media communications
- Principles of research, writing, editing, and preparing a variety of informational publications
- Proper English usage, spelling, grammar, punctuation, and journalism styles
- Printing methods, techniques, materials, and terminology
- Knowledge of electronic media such as websites, e-newsletters, and social media
- Proficiency in Microsoft Office and Adobe Creative Suite programs, WordPress, and video editing ability are assets

## ABILITY TO:

- Be highly organized with an attention to detail and results oriented
- Perform graphic layout design work
- Use computer systems and software packages related to external affairs functions
- Communicate effectively orally and in writing
- Must be able to travel independently between multiple work sites
- Ability to work effectively with community partners
- Use speaking and writing skills to effectively represent the District's policies, programs, and services with individual citizens, community groups, and other government organizations
- Communicate effectively orally and in writing
- Analyze situations and take effective action
- Establish and maintain cooperative working relationships

## TYPICAL PHYSICAL ACTIVITIES

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Travels frequently by motor vehicle conducting KRCD business
- Occasionally lifts and moves objects and materials weighing up to 25 lbs.
- Stands or sits for extended time periods
- Communicates orally with District management, co-workers, and the public in face-to-face settings
- Uses office equipment such as computers, telephones, and copiers
- Hearing and vision within normal ranges

## EDUCATION AND EXPERIENCE

Any combination of education and experience that will provide the necessary knowledge and abilities will be considered acceptable.

A typical way to obtain the knowledge and abilities would be:

**EDUCATION:** A Bachelor's degree from an accredited 4-year college in Public Administration/Affairs, Communications, Journalism, Marketing, or closely related field.

**EXPERIENCE:** Two years of experience in public relations, communications, or related field.

**SPECIAL REQUIREMENTS:** May be required to possess a commercial driver's license, class B, passenger endorsement issues by the California Department of Motor Vehicles.

**Must maintain a valid vehicle operator's license.**



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# SUMMARY OF BENEFITS

- MEDICAL, DENTAL, VISION INSURANCE

*Medical:* District pays 100% of the premium for employee, 50% of the premium for eligible dependents

*Dental:* District pays 100% of the premium for employee and eligible dependents

*Vision:* District pays 100% of the premium for employee and dependents

- EMPLOYEE ASSISTANCE PROGRAM

District pays 100% of the premium for employee and eligible dependents

- RETIREMENT PLANS

Pension plan or 457 deferred compensation plan available. District contributes up to **9% match** of gross salary

- PAID VACATION, SICK LEAVE

- 12 PAID HOLIDAYS

- BEREAVEMENT LEAVE, JURY DUTY, & OTHERS

# OUR CORE VALUES

- Integrity, respect and openness in dealing with others
- An atmosphere of teamwork, enabling leadership and learning
- Adherence to principles of professionalism, accountability, excellence and innovation at all times
- Solutions that are practical, politically and economically feasible, scientifically sound and environmentally sensitive

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Ready to join our team of dedicated and talented people?  
Submit your resume and cover letter to [hrchief@krcd.org](mailto:hrchief@krcd.org)



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