

## **PUBLIC EDUCATION SPECIALIST**

### **MAJOR FUNCTION**

This is a professional and administrative position whose duties include developing, implementing, coordinating and conducting public education, outreach, and involvement program for the Marion County Stormwater Assessment. The Public Education Specialist is responsible for planning, developing and implementing stormwater educational programs for private and public schools, commercial businesses and industrial occupancies, individual residents, condominiums, apartment buildings and community groups within Marion County. Reports to the Stormwater Engineer.

### **ESSENTIAL FUNCTIONS**

The following statements describe the principal functions of this job and its scope of responsibility, but should not be considered an all-inclusive listing of work requirements. Individuals may perform other duties as assigned, including working in other functional areas to cover absences or relief, to equalize peak work periods or otherwise to balance the work load.

- Plans and develops countywide public education programs for such topics as stormwater pollution prevention, protection of water resources, spring shed protection, and water conservation which includes the preparation and distribution of informational publications, promotional brochures, fact sheets, news articles and related materials. Instructs public and private teachers in the implementation of such programs.
- Implements interactive educational programs for generalized use to targeted audiences such as for children meeting FCAT standards, as well as, for citizens and County employees.
- Schedules work hours to accommodate client needs i.e. programs and presentations may need to be scheduled in the evenings and weekends.
- Develops necessary audio-visual materials such as slides, films, audio and videotapes, pamphlets and brochures to be utilized in presenting programs.
- Conducts and/or coordinates tours of the department and assists in seminars and conferences sponsored by the department.
- Contacts citizens and merchant groups to promote and provide water resource protection education programs.
- Researches and prepares reports, records and other documentation to coordinate and control the public education programs.
- Works with stormwater staff in the coordination and delivery of Public Education programs.
- May train other personnel in public education programs.
- Operates a variety of equipment such as TV Monitor, VCR slide projector, vehicle, telephone, copy machine, fax, computer, printer and any other equipment

## **PUBLIC EDUCATION SPECIALIST**

necessary to assist in a presentation or program.

- Interacts and communicates with various groups and individuals such as department supervisors and personnel, county employees, teacher, community organizations, homeowners' association officials, merchants, vendors, and citizens.

### **SECONDARY FUNCTIONS**

- Performs other related duties as required.

### **CUSTOMER SERVICE**

This is a front-line position providing excellent customer service to members of the general public, county employees, county residents, and the news media. Service is provided in person, by phone contact, e-mail or other written or verbal correspondence.

### **SUPERVISION**

May occasionally function as a lead worker over one or more employees. Provides continual work guidance, review of work product, and resolution of work problems.

### **EDUCATION, EXPERIENCE, LICENSES, CERTIFICATIONS**

#### **Education and Experience.**

Requires a Bachelor's Degree in secondary or post-secondary education, public relations or related area with at least two (2) years of experience as a teacher or trainer in public (or private) schools or industrial environments, to include experience in program design. Experience may be substituted for education on a year - for - year basis up to two years; however, a Bachelor's degree is preferred. Strong oral and written communication and computer skills are required. Public relations experience is desirable.

#### **Licenses.**

Must possess a valid state of Florida Driver License. EVOC required before operating any County owned vehicles.

#### **Certifications.**

Certified instructor for the Florida Stormwater, Erosion, and Sedimentation Control Inspector Training Program or ability to become certified within 6 months of hire.

### **JOB SKILLS.**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed here are representative of the knowledge, skills, and abilities required.

#### **Language skills.**

- Ability to read, analyze, and interpret common scientific and technical journals, financial reports, and legal documents.
- Ability to respond to common inquiries or complaints from customers, regulatory

## PUBLIC EDUCATION SPECIALIST

agencies, or members of the business community.

- Ability to write speeches and articles for publication that conform to prescribed style and format.
- Ability to effectively present information to top management, public groups, and/or boards.

### **Mathematical skills.**

- Ability to calculate figures and amounts such as discounts, interest, commissions, proportions, percentages, area, circumference, and volume.
- Ability to apply concepts of basic algebra and geometry.

### **Problem Solving Abilities.**

- Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists.
- Ability to interpret a variety of instructions furnished in written, oral, diagrammatic or schedule form.
- Interprets complex and detailed technical data. May participate in development of policy, programs, plans, or procedures.
- Study manual work process to determine most effective methods as essential tasks.

### **Specialized Skills and Abilities.**

- Knowledge of the theory, principles and practices of public administration.
- Knowledge of government organization and administration and of the legal basis of government.
- Knowledge of research techniques, methods, and practices. Ability to conduct research, analyze, and interpret findings and to prepare clear and concise reports.

### **Specialized Skills and Abilities, continued**

- Ability to speak clearly and effectively in public. Ability to deal courteously and tactfully with members of the public and coworkers. Ability to establish and maintain effective relationships with government officials, employees, the public, and the press.
- Ability to plan and organize and meet multiple deadlines. Must be flexible to work on diversified projects at a fast pace.
- Ability to use various computer software to obtain statistical data.
- Ability to remain calm in stressful situations.

**PUBLIC EDUCATION SPECIALIST**

- Ability to take a teamwork approach to the job by cooperating with others, offering to help others when needed, and considering larger organization or team goals rather than individual concerns. Includes the ability to build a constructive team spirit where team members are committed to the goals and objectives of the team.

**Machines and Equipment.**

This employee will be required to operate a computer, calculator, telephone, fax machine, copy machine, 35 mm camera, video camera, digital camera, overhead projector, video projector, video tape recorder, fire extinguisher, and other general office equipment, as well as drive an automobile in the completion of the tasks of the position.

**PHYSICAL DEMANDS**

While performing the duties of this job, the employee will regularly be required to stand, walk, sit, use hands to finger, handle or feel, reach with hands and arms, climb or balance, stoop, kneel, crouch, or crawl, talk or hear, and lift up to 50 pounds and will occasionally be required to lift up to 100 pounds. Special vision requirements are close, distance, color, and peripheral vision, depth perception, and the ability to adjust focus.

**WORK ENVIRONMENT**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. While performing the duties of this job, the employee will occasionally be exposed to outdoor weather conditions. The typical noise level for this job is moderate.

Established: 10/2008	Category: 2
Pay Grade: 17	Status: E
Job Description Number: 3208	Rev: