

North Marin Water District

WATER CONSERVATION AND COMMUNICATION MANAGER

This class description is only intended to present a summary of the range of duties and responsibilities associated with the positions. Descriptions may not include all duties performed by individuals within the class. In addition, descriptions outline the minimum qualifications necessary for entry into the class and do not necessarily convey the qualifications of incumbents within the position.

DEFINITION

Develops, manages and monitor the District's Water conservation Program; supervises the work of assigned water conservation staff; analyzes water use patterns and identifies effective conservation measures; and prepares information, makes presentations, and implements incentive programs and regulations which promote the efficient use of water.

DISTINGUISHING CHARACTERISTICS

This is a single position classification in the Engineering Department. Under general direction, the incumbent plans, organizes and directs the District's Water Conservation Program activities, represents the District in extensive public contacts, coordinates water conservation activities among various departments, and supervises the work of the water conservation staff. Exercising considerable latitude to plan, schedule and carry out activities, the classification requires initiative, responsibility and independent judgment.

SUPERVISION RECEIVED/EXERCISED

Receives supervision from the General Manager. Exercises supervision over Water Conservation and Communications functions, and directly supervises Water Conservation Technicians. May provide direct and indirect supervision to professional, technical and clerical staff, as well as outside vendors and contractors.

ESSENTIAL DUTIES (The following duties are considered essential for this job classification):

Supervise, train and evaluate staff implementing the District's Water Conservation and Public Information Programs also known as Public Communications; revise water conservation programs as new technologies and program elements are identified; assure ongoing management of program components such as high efficiency toilets and other water-saving devices, water-conserving landscaping and irrigation techniques, rebate measures, recycled water uses, commercial / industrial / institutional / residential water use surveys, represent the District in dealing with water conservation issues before the Board of Directors, state and local regulators, and a wide range of customers and community groups;; present workshops and short training programs on conservation topics; develop strategies and time schedule for implementing program components; operate water conservation computer programs, spreadsheets and databases; write technical reports and proposed regulations to control the use of water and related to water use efficiency; manage contracts for services and oversee procurement of conservation materials; and develop and monitor budget for program, including special projects and routine operations. Gather, analyze and interpret data related to water supply and use to determine demand projections as a part of the Urban Water Management Plan and related drought assessments and water supply contingency plans, as well as for cost-effective water conservation program options. Manage and continue to develop public information programs including management of the District's public communications through the website, social media, newsletters, flyers, press releases and other information resources. The incumbent may be required to make public appearances in the evenings and to work on holidays and weekends.

OTHER DUTIES

In addition to the duties listed in the Essential Duties section, the incumbent in this classification may perform the following duties: conduct water audits; install or provide advice in installing water-saving devices; identify high-volume users, assist customers to set up a water auditing program, and monitor and evaluate results; prepare press releases, newsletters, flyers and other information resources on water conservation; perform related duties as assigned.

QUALIFICATIONS (The following minimum qualifications are necessary for entry into the class.)

Experience / Education

Any combination equivalent to experience and education that could likely provide the required knowledge and abilities would be qualifying. A typical way to obtain the knowledge and abilities would be:

Sufficient years of responsible experience in water supply or conservation program work, including supervisory experience, to demonstrate possession of the knowledge and abilities listed below.

Equivalent to a BS or BA degree from an accredited college with major course work in environmental engineering, environmental studies, landscaping, water supply, public or business administration, public relations, communications, or closely related field. An AA or AS degree in environmental studies, landscaping, or water supply can be qualifying if it is supplemented by additional experience in water conservation work.

Knowledge / Skills / Abilities

Knowledge of: Principles and practices of water conservation, planning and management, including use analysis and forecasting; techniques and equipment used in irrigation and water distribution; operation of various water-saving devices; xeriscape practices, water-conserving landscaping, irrigation practices, and drought-tolerant planting; laws and regulatory codes applicable to water supply and demand management; methods of creating and managing public information programs, including all forms of media.

Skills and Abilities to: Analyze data on water consumption and identify measures that target inefficient use; use computer forecasting and water planning tools; conduct water audits; communicate clearly and concisely, orally and in writing; make effective professional presentations to a wide variety of audiences, such as community groups, schools, businesses and public commissions; write and create technical publications, reports, grants, training curricula, graphs, brochures and other materials to inform and persuade the public about conservation related topics; develop and administer programs that involve community participation; establish and maintain effective working relationships and subordinate staff, peers, professional associates and with the general public; supervise, train and evaluate subordinate personnel.

License / Certificate

Possession of a valid Class C California Drivers License.

Certification from American Water Works Association as a Water Conservation Practitioner is highly desired.

Licensing from the Irrigation Association as a Water Auditor is highly desirable.

WORKING CONDITIONS / PHYSICAL REQUIREMENTS

Performing irrigation audits and landscape surveys involves walking over rough, uneven or rocky surfaces and walking for extended periods of time. Driving to these audits and surveys involves sitting for extended periods of time. Stocking an inventory of water conservation materials requires carrying objects weighing up to 50 pounds up to 20 feet and lifting arms above shoulder level. Setting up water conservation displays requires carrying materials weighing up to 20 pounds over 20 feet. Position requires prolong sitting, standing, walking, reaching, twisting, turning, kneeling, bending, squatting in the performance of daily activities. Working with the computer involves grasping, continuous or repetitive arm-hand movements and fine coordination. The work requires working occasional evenings and weekends staffing water conservation displays.

OTHER REQUIREMENTS

Per California Government Code, Title 1, Division 4, Chapter 8, Section 3100, "all public employees are hereby declared to be disaster service workers subject to such disaster service activities as may be assigned to them by their superiors or by law."

1/08

Approved	ABW
Date	3/22/2024