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# Castro Valley Sanitary District

## POLICIES AND PROCEDURES MANUAL

**POLICY TITLE:** Job Description – Outreach Technician  
**POLICY NUMBER:** 2401

**2401.1** Definition. Under general supervision of the Business Services Supervisor (BSS), supports the implementation for Castro Valley Sanitary District (CVSan)-wide outreach objectives. Assists with various public information efforts. Responsible for assisting with CVSan project events and public outreach meetings, implementation of the outreach campaigns related to Wastewater and Zero Waste programs; performs related work as assigned.

**2401.2** Supervision Received and Exercised. Direct supervision is provided by the BSS. General direction is given by the General Manager (GM), BSS, and/or Public Outreach Specialist (POS). Direct supervision may be provided to contractual or office administrative support staff including interns and/or volunteers.

**2401.3** Class Characteristics. This class is characterized by professional public outreach responsibilities including coordinating and assisting with the coordination of operating programs within CVSan. Responsibilities include assisting with media relations, person to person outreach, and traditional marketing techniques.

**2401.4** Essential Job Functions:

**2401.4.1** Prepare correspondence, forms, media, informational and educational materials, graphic design, and specialized documents from drafts, notes, brief instructions, or corrected copy.

**2401.4.2** Participate and assist in the development and dissemination of educational and informational materials.

**2401.4.3** Cultivates and improves community partnerships by attending and participating in CVSan and community events.

**2401.4.4** Direct, record, edit, and produce original video productions, including the creation of 2D video animation.

**2401.4.5** Plan, coordinate, and capture photography for CVSan-wide external and internal outreach.

**2401.4.6** Assist with the management of CVSan's digital and social media platforms.

**2401.4.7** Assist with the arrangement of public appearances, lectures, contests, or exhibits to increase product or service awareness.

**2401.4.8** Assist with the coordination of construction projects and Wastewater outreach programs such as Sewer System Master Plan (SSMP) required outreach, Fats, Oils, and Grease (FOG), Private Sewer Lateral (PSL) Program, Dental Amalgam, Call Us first, flushable wipes, or similar initiatives.

**2401.4.9** Prepare or deliver speeches to further public relations objectives.

**2401.4.10** Assist the POS with Board Committees, such as the Community Advisory Committee (CAC) and Communications Committee, including attending meetings outside of normal working hours, taking meeting minutes, and creating agendas.

**2401.4.11** Respond to routine inquiries from the public in person, by phone, or via email. Provide accurate information regarding programs, services, and policies.

**2401.4.12** Maintain records of outreach activities, participation numbers, and feedback. Enter data into outreach databases and assist with basic reporting.

**2401.4.13** Coordinate with operations, maintenance, and administrative staff to support outreach messaging and service delivery.

**2401.4.14** Performs other related duties.

**2401.5** Essential Cognitive Job Functions:

**2401.5.1** Ability to comprehend and follow instructions:

**2401.5.1.1** Ability to maintain attention and concentration for necessary periods.

**2401.5.1.2** Ability to understand written or oral instructions.

**2401.5.1.3** Ability to do work requiring set limits, tolerances, or standards.

**2401.5.2** Ability to perform simple and repetitive tasks:

**2401.5.2.1** Ability to ask appropriate questions and request assistance.

**2401.5.2.2** Ability to perform activities of a routine and applicable nature.

**2401.5.2.3** Ability to remember locations and work procedures.

**2401.5.3** Ability to maintain a work pace appropriate to a given workload:

**2401.5.3.1** Ability to perform activities within a schedule, maintains regular attendance, and be punctual.

**2401.5.3.2** Ability to complete a normal workday and/or work week and perform at a consistent pace.

**2401.5.4** Ability to perform complex and varied tasks:

**2401.5.4.1** Ability to synthesize, coordinate, and analyze data.

**2401.5.4.2** Ability to perform jobs requiring precise attainment of limits, tolerances, or standards.

**2401.5.4.3** Ability to perform a variety of duties, often changing from one task to another of a different nature without loss of efficiency or composure.

**2401.5.5** Ability to relate to other people beyond giving and receiving instructions:

**2401.5.1** Ability to get along with co-workers and peers.

**2401.5.2** Ability to perform work activities requiring negotiating with, explaining, or persuading.

**2401.5.3** Ability to respond appropriately to evaluation or criticism.

**2401.5.6** Ability to influence people:

**2401.5.6.1** Ability to convince or direct others.

**2401.5.6.2** Ability to understand the meaning of words and to use them appropriately and effectively.

**2401.5.6.3** Ability to interact appropriately with people.

**2401.5.7** Ability to make generalizations, evaluations, or decisions without immediate supervision:

**2401.5.7.1** Ability to recognize potential hazards and follow appropriate precautions.

**2401.5.7.2** Ability to understand and remember detailed instructions.

**2401.5.7.3** Ability to make independent decisions or judgments based on appropriate information.

**2401.5.7.4** Ability to set realistic goals or make plans independently of others.

**2401.5.8** Ability to accept and carry out responsibility for direction, control, and planning:

**2401.5.8.1** Ability to set realistic goals or make plans independently of others.

**2401.5.8.2** Ability to negotiate with, instruct, and supervise people.

**2401.5.8.3** Ability to respond appropriately to changes in work conditions.

**2401.6** Qualifications. Knowledge of:

**2401.6.1** Experience with digital marketing, SEO, Ad Buys, etc.

**2401.6.2** Implementing effective public outreach marketing programs and events.

**2401.6.3** Techniques for the effective development and dissemination of educational, informational, marketing, and media materials.

**2401.6.4** Computer applications related to the work, including word processing, spreadsheet, and database applications, graphics, web, movie, etc.

**2401.6.5** Techniques for providing a high level of customer service to public and CVSan staff, in person and over the telephone.

**2401.6.6** Knowledge of the structure and content of the English language including the meaning and spelling of words, rules of composition, and grammar.

**2401.7** Skill to:

**2401.7.1** Assist with the development of creative and effective educational, informational, and media projects and materials to market and improve CVSan's programs.

**2401.7.2** Prepare, interpret, explain, and administer complex laws, codes, regulations, policies, and procedures.

**2401.7.3** Prepare clear and concise reports, correspondence, and other written materials.

**2401.7.4** Use tact, initiative, prudence, and independent judgment within general policy, procedural, and legal guidelines.

**2401.7.5** Use English effectively to communicate in person, over the telephone, and in writing.

**2401.7.6** Operate office equipment including computer equipment, software programs, and audio-visual equipment.

**2401.7.7** Work in a team atmosphere and participate in a variety of CVSan-wide committees.

**2401.7.8** Establish and maintain effective working relationships with those contacted in the course of the work.

**2401.7.9** Speak in public and engage the audience including active listening.

**2401.7.10** Manage one's own time.

**2401.7.11** Identify complex problems, review related information to develop and evaluate options, and implement solutions.

**2401.7.12** Ability to obtain a general awareness of wastewater collection, treatment and disposal as well as solid waste collection, waste prevention, organics, recycling, and disposal.

**2401.8** Education and Experience. Graduation from a two (2) year college or university with major course work in journalism, communications, public administration, , digital marketing, video production, or a field related to the work and one (1) year of experience in public outreach, marketing, or a related field with a public agency or private company.

**2401.9** Interpersonal Effectiveness. Ability to work effectively in a team-based organization focused on continuous improvement; ability to establish and maintain a positive customer service attitude, and effective working relationships with customers; demonstration of strong two-way communication skills, including the ability to listen, explain, and facilitate, and ability to ask for input, offer help without being asked; accept suggestions, work with others to solve problems, and provide recognition and encouragement.

**2401.10** License and Certification. Must possess a valid California Class C driver's license and have a satisfactory driving record. Must possess or obtain Cardiopulmonary Resuscitation, AED, and First Aid certificates within a time period specified by CVSan. Must register with the Department of Justice Livescan fingerprinting program within a time period specified by CVSan.

**2401.11** Other Requirements. Willingness and ability to work scheduled and additional overtime as needed; attend meetings, conferences, trainings, workshops, and seminars during work and non-work hours as assigned.

**2401.12** Physical Requirements. Be able to possess mobility to work in a standard office setting and to operate standard office equipment, including a computer and calculator; interpret printed materials and a computer screen; communicate with people in person and over the telephone. Maintain static postures for extended periods of time, frequent repetitive use of hands and arms including grasping; occasionally bend, stoop, stretch and reach; have strength and stamina to safely transport up to thirty (30) pounds.

**2401.13** Work Environment. Works indoors in a climate-controlled office environment working around computer monitors; however, there may be occasional outdoor exposure to inclement weather conditions, noise, dust, fumes, odors, heavy equipment and hazardous materials; works with or around others, or alone.

*This description reflects CVSan's assignment of essential functions, it does not proscribe or restrict the tasks that may be assigned.*

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Employee Signature

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Date

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Employer Signature

\_\_\_\_\_  
Date

**\*\*\* END OF POLICY \*\*\***