

# Staff Report

**TO:** Board of Directors

**FROM:** Greg Jones, Assistant General Manager

**DATE:** September 24, 2025

**SUBJECT:** Modification of Position Descriptions and Additional Classification for the Communications Specialist Classification

---

---

## ***ADMINISTRATION***

### **RECOMMENDATION:**

Discuss the proposed position description change to the Communications Specialist I/II job classification and the creation of a new job family classification of Senior Communication Specialist and provide direction to staff as necessary.

### **BACKGROUND:**

The existing Communications Specialist I/II position and description was originally approved and adopted by the Board of Directors in July of 2017. In the past eight years, the District's communications strategy has grown tremendously. The existing description is out of date and does not adequately reflect duties. In developing a strong strategic communications platform over the last eight years, this updated classification reflects the natural progression of skill and ability while creating a career job family in line with other classification families at NID.

Currently, there is one FTE staff fulfilling the role as Communications Specialist I/II.

### Communications Specialist I/II:

The existing Communications Specialist I/II position and description was originally approved and adopted by the Board of Directors in 2017. As the demands of the Communications Department are on the rise, so too is the need to update and clarify functions of the position.

The role of the Communications Specialist I/II is responsible for assisting in the development, organization and implementation of a wide variety of activities in support of the District's communication strategy. This position performs various duties related to technical and operational outreach efforts, including writing a

variety of print and digital content, coordinating with staff on outreach campaigns, performing website updates, and monitoring local and social media as it pertains to the District.

Senior Communications Specialist:

The Senior Communication Specialist position is an advanced role within the Communications Department. This position manages, oversees and directs communication activities in support of, and for the successful implementation of, the District's communication strategy. The Senior Communications Specialist oversees a variety of complex public relations and outreach programs and performs complicated communications activities in print, digital and visual channels. The Senior Communications Specialist acts as team leader and directs the coordination with publishers, graphic designers, photographers, videographers and other external vendors to produce campaign channel excellence.

The Senior Communications Specialist will be a newly established position in the Communications Department. The role of this position completes the family classification allowing for growth and capability advancement within NID's Communications Department. This position is distinguished from the lower classification by the level of responsibility assumed, complexity of duties assigned, expertise and by the independence of action taken.

**BUDGETARY IMPACT:**

There is no immediate impact to the Fiscal Year 2025 Budget. If adopted, the senior position is anticipated to be included in the Fiscal Year 2026 Budget as a promotional opportunity, with no increase in full-time equivalent (FTE) positions.

The proposed salary range for the Senior level position was developed from the existing Communications Specialist I/II salary step ladder and based on a standard 5% increase per step range. There will be no adjustment to existing salary range as a component of this recommendation.

<b>Current Salaries</b>	<b>Step 6</b>				
Communications Specialist I	90,022.40				
Communications Specialist II	99,507.20	10%			
Senior Communications Specialist	110,940.77	10%			
		Hourly	Monthly	Annual	
Communications Specialist I	1	33.93	5,881.20	70,574.40	
	2	35.64	6,177.60	74,131.20	5%
	3	37.38	6,479.20	77,750.40	5%
	4	39.25	6,803.33	81,640.00	5%
	5	41.22	7,144.80	85,737.60	5%
	6	43.28	7,501.87	90,022.40	5%
Communications Specialist II	1	37.45	6,491.33	77,896.00	
	2	39.36	6,822.40	81,868.80	5%
	3	41.32	7,162.13	85,945.60	5%
	4	43.39	7,520.93	90,251.20	5%
	5	45.57	7,898.80	94,785.60	5%
	6	47.84	8,292.27	99,507.20	5%
Senior Communications Specialist	1	41.79	7,243.75	86,925.00	
	2	43.88	7,605.94	91,271.25	5%
	3	46.07	7,986.23	95,834.81	5%
	4	48.38	8,385.55	100,626.55	5%
	5	50.80	8,804.82	105,657.88	5%
	6	53.34	9,245.06	110,940.77	5%

Attachments: (3)

- 
- Communications Specialist I/II DRAFT – Clean
- Communications Specialist I/II DRAFT - Redline
- Senior Communications Specialist DRAFT

# NEVADA IRRIGATION DISTRICT

## Job Description

Job Title:	Communications Specialist I/II	Reports To:	Assistant General Manager
FLSA Status:	Non-exempt	Approved by Board of Directors:	xx/xx/xxxx
<i>Class specifications are intended to present a descriptive list of the range of duties performed by employees in the class. Specifications are <b>not</b> intended to reflect all duties performed within the job.</i>			

**Definition**

Under the direction of supervisory staff, assist in the development, organization and implementation of a wide variety of activities in support of the District’s communication strategy and media relations.

**Distinguishing Characteristics**

Communications Specialist I: Employees in this classification work under immediate supervision while gaining experience in specific job tasks while progressing to general supervision as procedures and processes of assigned area of responsibility are learned.

Communications Specialist II: This is distinguished from the Level I by the assignment of the full range of duties. Employees receive occasional instruction or assistance as new, unusual or unique situations arise and are fully aware of the communication strategy, communications channels, operating procedures and policies of the District. Positions in this unit are normally filled by advancement from the Level I.

**Supervision Received and Exercised**

Communications Specialist I: Receives immediate supervision, direction and input from the assigned personnel.

Communications Specialist II: Receives general supervision, direction and input from assigned personnel.

**Essential Function Statements**

*Essential and other important responsibilities and duties may include, but are not limited to, the following:*

1. Implements a comprehensive communication and outreach strategy for the District.
2. Tracks and reports on communication outreach and campaign effectiveness.
3. Implements, coordinates and participates in public information outreach programs.
4. Researches information for communication campaigns.
5. Performs updates to the District website as necessary.
6. Coordinates with staff on outreach efforts and make suggestions as appropriate.
7. Research, write and edit a variety of print and digital content, including press releases, website copy, social media posts, newsletters and video editing support.

8. May represent the District before the news media on issues that impact the District.
9. May speak at workshops, panel discussions, educational groups, and other events.
10. Monitors all District social media accounts and prepares correspondence replies.
11. Consult with staff members to source project and program facts and information.
12. Develops, cultivates and maintains local, regional and state-wide media connections.
13. Implements guidelines and procedures regarding the District's print and digital media.
14. Understands District's project and program portfolio and ensures accuracy, thoroughness and understanding in targeted outreach materials.
15. Help create a positive working relationship for all who interact with NID.
16. Perform related duties as assigned.

### **Qualifications**

#### **Communications Specialist I**

##### **Knowledge of:**

- Working knowledge of written and verbal communication skills .
- Effective writing, editing and proofreading abilities.
- Effective public speaking and presentation skills with a variety of audiences.
- Modern office equipment including use of applicable computer applications.

##### **Ability to:**

- Develop written content for internal and external dissemination in print and digital format.
- Use of advanced methods and equipment for producing pamphlets, presentations, documentation, website or video content.
- Gain cooperation through discussion and collaboration.
- Operate and use of office equipment including a computer and applicable software.
- Establish and maintain effective working relationships at work.

##### **Responsibility to:**

- Obey safe work practices, procedures, and regulations including wearing protective equipment and safety devices.
- Operate equipment in a careful and safe manner. Acknowledge the use of safeguards by other employees.
- Report any removal, displacement, damage, destruction, or tampering of safety devices, safeguards, notices or warnings.
- Report any safety risks or hazards to your supervisor or other management personnel.
- Report to your supervisor or other management personnel any work assignment that you feel would require you to perform the work in an unsafe manner.

#### **Communications Specialist II**

In addition to the qualifications for the Communications Specialist I:

##### **Knowledge of:**

- Excellent written and verbal communication skills.
- Strong writing, editing and proofreading abilities.

- Principles and practices of supervision, training and personnel management.
- Principles and practices of leadership, motivation, team building and conflict resolution.
- Strong proficiency in social media platforms and tools

Ability to:

- Present strong analytical and problem solving skills.
- Track and analyze communication efforts, measuring their effectiveness and making recommendations for improvement.
- Maintain strong interpersonal relationships with employees and stakeholders.

**Experience and Education Guidelines**

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

Experience:

**Communications Specialist I:** One to two years of increasingly responsible experience in a public relations and/or communications role, preferably in a public sector utility.

**Communications Specialist II:** Five years of increasingly responsible experience in a public relations and/or communications role, preferable in a public sector utility.

Education:

A Bachelor's degree from an accredited college or university with major course work in public relations, communications, journalism, or a related field.

License and Certificate:

Possession of a valid California driver's license.

**Working Conditions**

Environmental Conditions:

Work is normally performed in a temperature controlled office environment subject to typical office noise. Some duties require field visits in an outdoor environment subject to outdoor conditions including extreme heat and cold and wet, humid conditions, fumes and/or airborne particles. Conditions include attendance at evening meetings and irregular hours as necessary to meet deadlines and achieve objectives as well as periodic travel.

Physical Conditions:

Essential functions may require maintaining physical condition necessary to sit at desk for long periods of time; bend, squat, climb, kneel and twist when performing field duties; intermittently twist to reach equipment surrounding desk; perform simple and power grasping and fine manipulation, pushing and pulling; use telephone; write or use a keyboard to communicate through written means; and lift or carry weight of 25 pounds or less.

Vision: See in the normal visual range with or without correction. Specific vision abilities required by this job include close vision and the ability to focus.

Hearing: Hear in the normal audio range with or without correction.

Mental Conditions:

Essential functions may require maintaining mental condition necessary to write and edit technical and non-technical reports and media content; interpret and evaluate staff reports and related documents; know and interpret laws, regulations and codes.



# NEVADA IRRIGATION DISTRICT

## Job Description

Job Title:	Communications Specialist I/II	Reports To:	Assistant General Manager
Salary Range: FL SA Status:	<u>A70 / A90 Non-exempt</u>	Approved by Board of Directors:	<u>07/12/2017</u> <del>xx/xx/xxxx</del>
FLSA Status:	<u>Non-exempt</u>	Unit:	<u>Unrepresented – Professional</u>

*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.*

### **Definition**

Under the direction of supervisory staff, To assist in the development, direct, organization and implementation of a wide variety of activities in support of the District’s communication strategy, and media relations and public information plans, including but not limited to public relations campaigns; community outreach programs; and press release material for the District.

### **Distinguishing Characteristics**

Communications Specialist I: Employees in this classification work under immediate supervision while gaining experience in specific job tasks while progressing to general supervision as procedures and processes of assigned area of responsibility are learned.

Communications Specialist II: This is distinguished from the ~~Level~~Level I by the assignment of the full range of duties, instructor/training responsibilities and certification requirements. Employees receive occasional instruction or assistance as new, unusual or unique situations arise and are fully aware of the communication strategy, communications channels, operating procedures and policies of the District as well as regulatory requirements of oversight agencies. Positions in this unit are normally filled by advancement from the ~~Level~~Level I.

### **Supervision Received and Exercised**

Communications Specialist I: Receives immediate supervision, direction and input from the ~~Assistant General Manager~~assigned personnel.

Communications Specialist II: -Receives general supervision, direction and input from ~~the Assistant General Manager~~assigned personnel.

### **Essential Function Statements**

*Essential and other important responsibilities and duties may include, but are not limited to, the following:*

1. Develops, modifies and implements a comprehensive communication and outreach strategy for the District; manages
2. Tracks and reports on communication outreach and campaign effectiveness goals and milestones as necessary to successfully meet objectives.

- ~~2.3. Plans, implements, coordinates and participates in public information and public affairs programs outreach programs in accordance with the District's goals and objectives; coordinates the dissemination of information to the NID customers, general public, communications media, public officials, governmental and non-governmental agencies, industry and businesses.~~
- ~~3. Analyzes and evaluates the public's interest and extent of understanding of District programs and services through surveys and other methods. Advises management regarding program and service understanding, acceptance and effectiveness.~~
- ~~4. Researches information for communication campaign topics and manages the development of copy and graphics for internet and intranet web pages; reviews and updates design and layout of District public websites; develops media image and associated outreach efforts; reviews and manages the District's web portal.~~
- ~~4.5. Performs updates to the District website as necessary.~~
- ~~5.6. Manages Coordinates with staff on public outreach efforts and make suggestions as appropriate; plans, arranges, coordinates and may speak at briefings, workshops, information sessions, conferences, community events and education and public hearings; develops and may implement emergency communication.~~
- ~~6.7. Research, write and edit a variety of press releases, newsletters, brochures, flyers and other print and digital material content, including press releases, website copy, social media posts, newsletters and video editing support in support of the District's communication strategy.~~
- ~~7.8. Represents May represent the District before the news media, public and private sector officials and administrative and legislative bodies on a variety of issues that impact the District's public awareness program.~~
- ~~8.9. May speak at workshops, panel discussions, educational groups, and other events.~~
- ~~10. Creates, disseminates and m Monitors all District social media accounts and prepares correspondence replies.~~
- ~~9.11. Consult with staff members to source project and program facts and information and commentary including but not limited to Facebook, Twitter and Instagram.~~
- ~~10.12. Develops, cultivates and maintains local, regional and state-wide media connections.~~
- ~~13. Develops, recommends and implements Implements guidelines, regulations and procedures regarding the District's-wide print and electronic-digital media, such as brochures, articles, fact sheets, photographs, video, web pages, graphics, advertisements, news releases and other materials; works with managers and policy makers regarding web image, media image and conceptualizes approaches to enhance understanding and acceptance of District projects and programs; reviews materials prior to dissemination to the media, community, and employees;~~
- ~~11.14. Understands District's project and program portfolio and ensures accuracy, thoroughness and understanding of in targeted outreach materials; ensures materials enhance the District's image.~~

- ~~12. Prepares correspondence in reply to inquiries from the public, general complaints, and suggestions relative to the District's programs and activities, consults with appropriate staff members to secure pertinent facts and information.~~
- ~~13. Prepares reports, newsletters, studies and other documents; may review or edit materials prior to dissemination; directs the maintenance of records and press clippings.~~
- ~~14. Build and maintain positive working relationships with co-workers, other District employees and the public using principles of good customer service.~~
15. ~~Through outreach efforts, h~~Help create a positive working relationship for all who interact with NID.
16. Perform related duties as assigned.

## Qualifications

### Communications Specialist I

#### Knowledge of:

- ~~Working knowledge of Superior w~~written ~~and verbal~~ communication skills ~~in the English language including grammar, spelling, punctuation.~~
- ~~Effective writing, editing and proofreading abilities.~~
- Effective public speaking and presentation skills ~~in the English language~~ with a variety of audiences ~~including District staff, public and governmental agencies and members of the media.~~
- ~~Principles and practices of leadership, motivation, team building and conflict resolution.~~
- ~~Pertinent local, State and Federal rules, regulations and laws.~~
- Modern office equipment including use of applicable computer applications.

#### Ability to:

- Develop written content for internal and external dissemination in print and digital format.
- Use of advanced methods and equipment for producing pamphlets, presentations, documentation, website or video content.
- Gain cooperation through discussion and collaboration.
- Operate and use ~~modern of~~ office equipment including a computer and applicable software.
- Establish and maintain effective working relationships ~~with those contacted in the course of work at work.~~

#### Responsibility to:

- Obey safe work practices, procedures, and regulations including wearing protective equipment and safety devices.
- Operate equipment in a careful and safe manner. Acknowledge the use of safeguards by other employees.
- Report any removal, displacement, damage, destruction, or tampering of safety devices, safeguards, notices or warnings.
- Report any safety risks or hazards to your supervisor or other management personnel.
- Report to your supervisor or other management personnel any work assignment that you feel would require you to perform the work in an unsafe manner.

### Communications Specialist II

In addition to the qualifications for the Communications Specialist I:

Knowledge of:

- ~~Excellent written and verbal communication skills. Effective public speaking and presentation skills in the English language with a variety of audiences including the District's Board of Directors, District staff, members of the public, community organizations, public and governmental agencies and members of the media.~~
- Strong writing, editing and proofreading abilities.
- Principles and practices of supervision, training and personnel management.
- Principles and practices of leadership, motivation, team building and conflict resolution.
- Strong proficiency in social media platforms and tools

Ability to:

- ~~Analyze problems, identify alternative solutions, project consequences of proposed actions and implement recommendations in support of goals~~ Present strong analytical and problem solving skills.
- Track and analyze communication efforts, measuring their effectiveness and making recommendations for improvement.
- Maintain strong interpersonal relationships with employees and stakeholders.

**Experience and Education Guidelines**

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

Experience:

Communications Specialist I: One to two years of increasingly responsible experience in a public relations and/or communications role, preferably in a public sector utility.

Communications Specialist II: Five years of increasingly responsible experience in a public relations and/or communications role, preferable in a public sector utility.

Education:

A Bachelor's degree from an accredited college or university with major course work in public relations, communications, journalism, or a related field.

License and Certificate:

Possession of a valid California driver's license.

**Working Conditions**

Environmental Conditions:

Work is normally performed in a temperature controlled office environment subject to typical office noise. Some duties require field visits in an outdoor environment subject to outdoor conditions including extreme heat and cold and wet, humid conditions, fumes and/or airborne particles. Conditions include attendance at evening meetings and irregular hours as necessary to meet deadlines and achieve objectives as well as periodic travel.

Physical Conditions:

Essential functions may require maintaining physical condition necessary to sit at desk for long periods of time; bend, squat, climb, kneel and twist when performing field duties; intermittently twist to reach equipment surrounding desk; perform simple and power grasping and fine manipulation,

pushing and pulling; use telephone; write or use a keyboard to communicate through written means; and lift or carry weight of 25 pounds or less.

Vision: See in the normal visual range with or without correction. Specific vision abilities required by this job include close vision and the ability to focus.

Hearing: Hear in the normal audio range with or without correction.

Mental Conditions:

Essential functions may require maintaining mental condition necessary to write and edit technical and non-technical reports and media content; interpret and evaluate staff reports and related documents; know and interpret laws, regulations and codes.

# NEVADA IRRIGATION DISTRICT

## Job Description

Job Title:	Sr. Communications Specialist	Reports To:	Assistant General Manager
FLSA Status:	Non-exempt	Approved by Board of Directors:	xx/xx/xxxx
<i>Class specifications are intended to present a descriptive list of the range of duties performed by employees in the class. Specifications are <b>not</b> intended to reflect all duties performed within the job.</i>			

**Definition**

Organize, coordinate and oversee the implementation of the District’s communication strategy through a variety of complex public relations and outreach programs and channels. Manage the successful implementation of internal and external communications, crafting and distributing content across various platforms and channels.

**Distinguishing Characteristics**

Positions at this level are distinguished from other classes within the series by the level of responsibility assumed, complexity of duties assigned, and by the independence of action taken. Employees perform the most difficult and responsible types of duties assigned to classes within this series, including providing technical and functional supervision and/or direction over assigned personnel as necessary. Employees at this level are required to be fully trained in all procedures related to assigned areas of responsibility.

**Supervision Received and Exercised**

Receives direction from the Assistant General Manager.

Exercises technical and functional supervision over assigned Communications support personnel as necessary.

**Essential Function Statements**

*Essential and other important responsibilities and duties may include, but are not limited to, the following:*

1. Lead in the development and implementation of the District’s complex and comprehensive communication and outreach strategy.
2. Manages the Communications Department budget.
3. Responsible for meeting the District’s Communications goals and to successfully meet outreach objectives.
4. Develops, plans and implements communications campaigns promoting District projects, activities and processes for the public.
5. Plans, implements and leads public information and public affairs programs in accordance with the District's goals and objectives.
6. Plans, coordinates and implements the dissemination of accurate District information to the public.

7. Lead in writing, editing, and proofreading a variety of print, digital and visual content, in support of the District's communication strategy.
8. Lead in the coordination with graphic designers, photographers, videographers and other external vendors to produce campaign deliverables.
9. Creates, disseminates and monitors all District social media accounts and commentary.
10. Create, manage and implement the Districts outreach and communications calendar.
11. Analyze, evaluate and strengthen the public's interest and knowledge of District programs and activities through surveys and other methods.
12. Provide input to management and departments to ensure appropriate and effective communication messages are achieved through website administration and maintenance.
13. Collaborate with cross-functional teams, leadership, and subject matter experts to develop targeted communications outreach.
14. Serve as a spokesperson for the District by attending press releases or providing interviews as necessary.
15. Prepares subject matter expert staff as spokespersons for the District as necessary.
16. May speak at workshops, panel discussions, educational groups, and other events.
17. May act as a primary point of contact and facilitator during events or crisis management situations.
18. Develops, cultivates and maintains local, regional and state-wide media connections
19. Build and maintain positive working relationships with co-workers and consultants.
20. Help create a positive working relationship for all who interact with NID.
21. Perform related duties as assigned.

### **Qualifications**

#### **Knowledge of:**

- Superior written and verbal communication skills.
- Principles and practices of leadership, motivation, team building and conflict resolution.
- Office equipment including use of applicable computer applications.
- Principles and practices of supervision, training and personnel management.

#### **Ability to:**

- Develop written and video content for dissemination in print and digital format.
- Use advanced methods and equipment for producing a variety of outreach content.
- Gain cooperation through discussion and collaboration.
- Analyze problems, identify alternative solutions, project consequences of proposed actions and implement recommendations in support of communication goals.
- Manage consultants to help ensure delivery of quality products on time and within budget.
- Disseminate information related to campaigns and key messages effectively to the public.
- Manage multiple communication projects simultaneously, ensuring adherence to deadlines

**Responsibility to:**

- Obey safe work practices, procedures, and regulations including wearing protective equipment and safety devices.
- Operate in a careful and safe manner.
- Acknowledge the use of safeguards by other employees.
- Report any safety risks or hazards to your supervisor or other management personnel.
- Report to your supervisor or other management personnel any work assignment that you feel would require you to perform the work in an unsafe manner.

**Experience and Education Guidelines**

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

**Experience:**

Eight years of increasingly responsible experience in a public relations and/or communications role, preferably in a public sector utility.

**Education:**

A bachelor's degree from an accredited college or university with major course work in public relations, communications, journalism, or a related field.

**License and Certificate:**

Possession of a valid California driver's license.

**Working Conditions**

**Environmental Conditions:**

Work is normally performed in a temperature-controlled office environment subject to typical office noise. Some duties require field visits in an outdoor environment subject to outdoor conditions including extreme heat and cold and wet, humid conditions, fumes and/or airborne particles. Conditions include attendance at evening meetings and irregular hours as necessary to meet deadlines and achieve objectives as well as periodic travel.

**Physical Conditions:**

Essential functions may require maintaining physical condition necessary to sit at desk for long periods of time; bend, squat, climb, kneel and twist when performing field duties; intermittently twist to reach equipment surrounding desk; perform simple and power grasping and fine manipulation, pushing and pulling; use telephone; write or use a keyboard to communicate through written means; and lift or carry weight of 25 pounds or less.

**Vision:** See in the normal visual range with or without correction. Specific vision abilities required by this job include close vision and the ability to focus.

**Hearing:** Hear in the normal audio range with or without correction.

**Mental Conditions:**

Essential functions may require maintaining mental condition necessary to write and edit technical and non-technical reports and media content; interpret and evaluate staff reports and related documents; know and interpret laws, regulations and codes.