SAN JOAQUIN VALLEY AIR POLLUTION CONTROL DISTRICT invites applications for the position of:

Senior Air Quality Education Representative Bilingual

**SALARY:** $6,801.40 - $8,270.88 Monthly

**OPENING DATE:** 09/01/21

**CLOSING DATE:** 09/21/21 05:30 PM

**POSITION DESCRIPTION:**

We are excited you are considering the San Joaquin Valley Air Pollution Control District as a place for employment! Our agency is in the heart of the San Joaquin Valley and our mission is to improve the health and quality of life for all Valley residents through efficient, effective and entrepreneurial air quality management strategies. We pride our agency on not only high-quality technical work, but also exceptional customer service. Our customers include the public, the regulated community, other agencies, and fellow employees. The principles of our STAR (Service, Teamwork, Attitude and Respect) culture creates an atmosphere in which providing exceptional service, demonstrating effective teamwork, maintaining a positive attitude, and showing respect to others is a key part of every employee’s job.

The San Joaquin Valley Air Pollution Control District is recruiting for a bilingual Senior Air Quality Education Representative specializing in public affairs, media relations, communications, graphic design and public relations. This position is located in the Fresno office however, the incumbent may periodically be required to travel when handling media and public inquiries or when attending events and meetings. In addition, occasional evening or weekend work may be required. This classification works as a lead level and technical specialist in the Air Quality Education Representative series specializing in Spanish language outreach and communications. Under supervision, the incumbent will provide lead direction to the Air Quality Education Representatives (both regular and bilingual), and perform highly specialized and complex public education and community relations functions in both English and Spanish. The eligible list established as a result of this recruitment will be used to fill the current vacancy and may also be used to fill future vacancies.

The incumbent will assist in leading the development, management and implementation of the District’s Hispanic media and marketing campaigns, provide translation and interpretation services for the District (English – Spanish), provide bilingual technical assistance to others on administrative and analytical matters, and on other written materials; participate in outreach activities such as marketing and advertising campaigns, educational activities, seminars, health fairs, workshops, and special events; prepare bilingual technical reports, correspondence, plan, coordinate, write, and oversee the production of a variety of outreach materials such as newsletters, informational brochures, and videos in Spanish and English; respond to public and media inquiries regarding District regulations, permit processes, enforcement, legal authority, and air quality conditions; develop and implement communication strategies; coordinate the dissemination of smog advisory and smog alert information to radio, television, and newspaper publications; assist with media relations, participate in news conferences, and prepare news releases.

**QUALIFICATIONS/REQUIREMENTS:**

Requires a bachelor’s degree in communications, journalism, marketing, advertising, or a closely related discipline AND three (3) years of professional experience in developing and implementing a public information/relations awareness program, preferably with a public agency dealing with environmental issues. All candidates MUST be fluent in oral AND written communication skills in...
both the English and Spanish language and will be tested on this fluency as part of the selection process.

Qualified applicants must possess knowledge of principles and practices of public and community relations, mass communications, and media relations; principles and practices of print and electronic media; theories and techniques of journalism, expository writing, and editing; principles, theories, and applications of design, reproduction, printing processes, and layout techniques; standard office practices and procedures; basic supervisory principles and practices; AND skill in: planning assigning, directing, and reviewing the work of staff; researching, compiling, and summarizing a variety of complex and technical reports and information for the development of news releases, brochures, and newsletters; planning and organizing news conferences and public meetings; composing complete technical, educational, and informational reference materials for industry and public use; communicating effectively both orally and in writing; using desktop publishing and word processing software; using tact, discretion, initiative, and sound independent judgment within established guidelines; establishing and maintaining effective working relationships with those contacted in the course of work.

OTHER REQUIREMENTS:

District employees must possess a valid California Driver License and meet the automobile insurability requirement of the District. Prior to consideration for hire, recommended candidates must submit a California Department of Motor Vehicles driver printout, sign a waiver to release all information regarding current and past employment history and complete a conflict of interest form.

SELECTION PROCESS:

Interested individuals must submit a completed official SJVAPCD application by 5:30 p.m. Tuesday, September 21, 2021. Applications must be submitted on our website at www.valleyair.org.

All applications and responses to the supplemental application questions will be reviewed and screened based on the necessary employment standards for the position. Those candidates determined to be the most qualified for the position will be invited to participate in an oral and written practical examination.

San Joaquin Valley Air Pollution District participates in the E-Verify Program. For more information visit http://www.valleyair.org/jobs/E-Verify/E-Verify.pdf EOE

APPLICATIONS MAY BE FILED ONLINE AT:

http://www.valleyair.org

1990 E. Gettysburg Ave
Fresno, CA 93726
(559) 230-6010
(559) 230-6010

employment@valleyair.org
Senior Air Quality Education Representative Bilingual Supplemental Questionnaire

* 1. The Senior Education Representative provides lead direction to lower level staff and performs the more highly specialized and complex public and media relations and functions. Describe how you would balance leading and mentoring fellow employees while ensuring that your individual work assignments are completed timely and accurately.

* 2. Please describe your level of fluency in the Spanish language and describe opportunities you have had to incorporate this knowledge into both your written and verbal work, and describe the opportunities you have had to edit your fellow employee's Spanish language work.

* 3. Describe the steps that an outreach and communications department would take in meeting the communication needs during a contentious media situation or crisis. Identify in your answer how to go about assessing the type of information that would be important to gather and disseminate, and how to manage and/or counteract negative messages.

* 4. Please discuss any experience you have had developing, overseeing and conducting outreach to Hispanic communities.

* 5. This position requires periodic work in the northern and southern regions of the San Joaquin Valley, and at additional night and weekend events and meetings. In order to accommodate the night and weekend meetings, the person selected will need to flex their schedule; for example from 11 a.m. - 8 p.m. as opposed to our typical working hours. Do you have any conflicts that would prohibit you from working these unusual hours?

* Required Question