



South Coast Air Quality Management District

Senior Public Affairs Specialist (Diversity, Equity & Inclusion)

SALARY	\$39.27 - \$52.74 Hourly \$3,141.57 - \$4,219.60 Biweekly \$81,680.72 - \$109,709.49 Annually	LOCATION	Diamond Bar, CA
JOB TYPE	Full-Time	JOB NUMBER	24:40:TS
DEPARTMENT	Diversity, Equity and Inclusion with Community Air Programs	OPENING DATE	06/27/2024
CLOSING DATE	7/18/2024 11:59 PM Pacific		

SOUTH COAST AQMD AND JOB OVERVIEW



South Coast Air Quality Management District (South Coast AQMD) is one of the largest and most technologically sophisticated environmental regulatory agencies in the Nation. We serve a four-county region that includes large areas of Los Angeles, Orange County, Riverside and San Bernardino counties, including the Coachella Valley, which is home to more than 17 million people. South Coast AQMD's headquarters is located in Diamond Bar, 30 miles east of downtown Los Angeles, at the junction of the 57 and 60 freeways. With a highly diverse "Clean Air Team" of over 850 employees, an annual budget of \$211.4 million, and a state-of-the-art air quality laboratory, our mission is to ensure clean air and a healthy environment. South Coast AQMD is an organization you can be proud to work for -- we make a difference in the quality of life in Southern California!

ABOUT THE JOB

South Coast AQMD's mission requires diverse perspectives, talents, and life experiences to solve some of the most complex technical air quality issues. We are committed to creating and maintaining a work environment that appreciates the unique contributions of our employees and fosters professional development and growth. South Coast AQMD respects the distinct ideas and perspectives of our stakeholders and works to bring them together toward the common goal of clean air.

Our Diversity, Equity & Inclusion (DEI) department is seeking a Senior Public Affairs Specialist to assist our Diversity, Equity & Inclusion Officer (DEIO) with efforts to develop and implement strategies and programs to integrate diversity and inclusion into South Coast AQMD's initiatives and programs. The ideal candidates will have significant professional experience in the field of diversity, equity and inclusion, and have a passion for leading and developing others in the workplace.

Some of the major programs/goals of the DEI department include organizing affinity and ally groups; facilitating the exchange of information and ideas; analyzing current workplace policies and practices to identify areas for improvement; implementing staff development, training, and webinars on DEI issues; and developing, marketing and implementing cultural events, displays and presentations.

The primary duties of these Senior Public Affairs Specialists, include, but are not limited to the following:

- Researches, identifies, and analyzes emerging issues, makes recommendations, and assists in the achievement of the DEI departments goals and objectives.
- Assists in the planning, development, implementation and evaluation of training, educational, and employee developmental programs.
- Assists in the strategic planning and development of key program performance metrics.
- Works closely with others to analyze workforce needs, identifies issues and concerns, and explores solutions in order to recommend improvements.
- Coordinates with internal and external entities to facilitate effective meetings, focus groups, training programs, and webinar presentations, including compiling outreach lists, sending out eblasts, and coordinating webinars and group meetings.
- Assists with the planning, coordination, and facilitation of cultural, ethnic and inclusion training and events. Acts as an integral team member coordinating events both large and small for the agency, including conferences, exhibits, forums, cultural displays, workshops and webinars.
- Takes the lead on organizing events from start to finish, such as researching, negotiating and securing external resources and vendors, including the preparation of contracts and purchase orders, identifying and securing external speakers, trainers, and other resources necessary for effective events and programs; marketing the events; coordinating invitations, preparing outreach and presentation materials, providing attendance documentation and post-event analyses and follow-up.
- Builds and maintains cooperative alliances with community organizations, communities, and businesses and participates in or speaks at various meetings, or other events to share information and inform stakeholders regarding South Coast AQMD's DEI programs and initiatives.
- Designs, plans and arranges for production of outreach pieces and updates web content for all DEI programs and initiatives.
- Writes and/or edits DEI department Board letters or reports to Executive Council on DEI activities, goals and accomplishments.

CLASSIFICATION STANDARDS: The class is distinguished from the Public Affairs Specialist class by the degree of responsibility for the development and implementation of comprehensive media liaison or public information, public participation, and community liaison programs.

EXAMPLE OF DUTIES

The general Examples of Duties for Senior Public Affairs Specialist are listed below, though not all may apply to the positions in the DEI department.

- Supervises and coordinates the activities of the Advertising, Outreach, Publications, Notification, Small Business, or Public Information sections of the Public Advisor's Office.
- Acts as media liaison, responding to media inquiries on subjects relating to the South Coast AQMD activities; prepares press releases or arranges press conferences on such subjects as public hearings, rule and legislative changes, and announcements of air quality conditions.
- Coordinates and reviews the work plan for an assigned section; meets with staff to identify and resolve problems; assigns work activities and projects; monitors work flow; reviews and evaluates work products, methods, and procedures.
- Recommends and assists in the implementation of goals and objectives; establishes schedules and methods for providing assigned services; implements policies and procedures.
- Prepares unreviewed correspondence in reply to inquiries, general complaints, and suggestions relative to the South Coast AQMD programs and activities; consults with other professional and technical staff members for pertinent facts and information.
- Assists small business in applying for Permits to Operate and Variances from South Coast AQMD Rules and Regulations; develops and maintains a data base on the economic impact and cost-effectiveness of South Coast AQMD rules on small business, which includes providing information on low-cost financing for control equipment.
- Supervises and participates in South Coast AQMD wide public information, public participation, and community liaison programs in order to advise and disseminate information to the general public, school South Coast AQMD, public agencies, small business, and private organizations on South Coast AQMD programs, activities, regulations, and administrative proceedings.

- Writes and edits various South Coast AQMD publications, such as brochures, fact sheets, pamphlets, and newsletters for distribution to the public, employees, private organizations, and small businesses.
- Participates in the selection of assigned staff; provides or coordinates staff training; works with employees to correct performance deficiencies; implements discipline procedures.
- Speaks at presentations, such as workshops, panel discussions, fairs, and other similar events, tailoring information to the subject and particular audience.
- Plans, designs, and arranges for the production of posters, signs, exhibits, and displays, and arranges exhibits at meetings, workshops, and other community and civic programs.
- Identifies, creates, and places communications targeted to key audiences, including speeches, speech reprints, testimony, videos, slideshows, and mobile exhibits; writes speeches for South Coast AQMD senior management staff and Board members; researches material for use in speeches; analyzes emerging issues.
- Designs and presents South Coast AQMD films, slide shows, and other audio visual programs, and operates related equipment.
- Plans and arranges for special conferences, workshops, public hearings, and coordinates visitor tours; assists in the preparation of the annual budget.

MINIMUM AND DESIRABLE QUALIFICATIONS

DESIRABLE QUALIFICATIONS:

In addition to the *Minimum Qualifications* which follow, the most competitively qualified candidates will have a deep understanding of and passion for the work of diversity, inclusion, and equity, and will possess:

- Demonstrated professional experience working with programs to develop, promote, and improve diversity and inclusion within organizations (public agency experience is particularly desired).
- Excellent command of current diversity and inclusion concepts and ideas.
- Professional experience working with stakeholders who reflect a broad diversity of backgrounds and concerns.
- Experience with outreach campaigns, development of outreach materials, and interacting with public and outside agencies.
- Experience successfully collaborating in partnerships with various constituencies on strategies and related initiatives.
- Experience preparing spreadsheets, sorting data, running queries, creating graphs and maintaining detailed statistical records.
- Proficiency with a variety of software programs and applications, such as Access, Excel, Word, PowerPoint, and other relational databases.
- Ability to thrive in a high-energy work environment where there are constant deadlines and rapidly changing and competing priorities.
- Proficient in various design software including Adobe Creative Suite (Photoshop, Illustrator, InDesign), as well as other industry-standard tools.
- Experience in producing multimedia content such as videos, animations, and interactive presentations.

MINIMUM QUALIFICATIONS

-EITHER I-

EXPERIENCE: Four years of progressively responsible experience conducting research; writing and editing brochures, articles, and/or news releases for publication; and preparing and making public presentations before groups.

EDUCATION SUBSTITUTION: Graduation from an accredited college or university with a bachelor's degree in journalism, communications, public relations, business or public administration, political science, or a related field may substitute for up to two years of the required experience.

-OR II-

EXPERIENCE: Two years of experience as a Public Affairs Specialist.

KNOWLEDGE OF: Operations, services, and activities of a comprehensive public information program; principles and

practices of public information, media relations, journalism, and public relations; principles of graphic design and photography; principles, techniques, and methods for the dissemination of information and development of public participation programs; principles used in writing, composition, layout, and production of educational, informational, and promotional materials; principles of video production, and the operation of video equipment; correct English grammar, spelling, punctuation, and vocabulary; principles of supervision, training, and performance evaluation; techniques of event promotion and advertising; general characteristics and mission of public agencies.

ABILITY TO: Deal tactfully and effectively with the public, the media, and representatives of the business community; speak in public and before groups; write clear and understandable educational and informational materials and news releases; plan, assign, supervise, and review the work of employees engaged in public information activities; maintain records and prepare reports; create appropriate informational and promotional materials; recommend and implement goals, objectives, and practices for providing effective and efficient media liaison, public relations, and promotional programs for the South Coast AQMD; prepare clear and effective press releases and advertisements; communicate clearly and concisely, both orally and in writing; establish and maintain effective working relationships with those contacted in the course of work, including South Coast AQMD staff, government officials, community groups, members of the media, and the general public.

OTHER IMPORTANT INFORMATION

APPLICATION PACKETS MUST INCLUDE:

1. A completed employment application covering at least the past 10 years of employment history (or longer if you have other relevant experience), and your entire South Coast AQMD employment history if you are a South Coast AQMD employee.
2. Four references which include the names and phone numbers of your present and past supervisors or managers, and/or college professors or persons for whom you have directly provided services, **not peers**.
3. Responses to the Supplemental Questionnaire (SQ). Your responses should be well written, clear, concise, and directly responsive to the question.
4. An unofficial copy of your transcripts (or equivalency evaluation if your education was obtained outside the U.S.), documenting all qualifying education claimed, submitted as an attachment to your online application.*

*At a later date, candidates under final consideration will be required to arrange for original, official transcripts (or equivalency evaluation, if applicable) to be mailed directly from their college/university to South Coast AQMD, documenting all education claimed on their application.

Job applications must be completely filled out. A resume cannot be substituted for the required information. Be sure to detail any education, training or other relevant coursework that would make you a particularly strong candidate.

SELECTION PROCESS

Application packets and responses to the Supplemental Questionnaire will be carefully reviewed, and only those candidates with the most competitive and/or directly transferable experience will be invited to the next step of the process, which is expected to be a Qualifications Appraisal Panel (QAP) interview (which may include a presentation). The QAP interviews (weighted 100%) are expected to result in an unranked eligible list, from which current and future vacancies may be filled, during the 6-12 month life of the list.

Only those who demonstrate at each successive step of the selection process that they are among the most competitively qualified will be advanced to the next step. Meeting the minimum qualifications does not guarantee an invitation to future steps in the process.

South Coast AQMD reserves the right to add, delete, or modify any elements of the selection process as deemed appropriate, based on the number and quality of applicants at each step.

Candidates who may need accommodations during the selection process must call the Human Resources Department at least one week prior to any test dates.

If you have any questions regarding this recruitment, please contact the Human Resources Department at (909) 396-2800.

Agency

South Coast Air Quality Management District

Address

21865 Copley Drive

Diamond Bar, California, 91765

Phone

909-396-2800

Website<http://www.aqmd.gov>**Senior Public Affairs Specialist (Diversity, Equity & Inclusion) Supplemental Questionnaire*****QUESTION 1**

Provide a complete, clear, and concise overview of your qualifications for this position, based on the minimum and desirable qualifications (including education, experience, knowledge, skills and abilities), as detailed in the job posting. Be sure to include specific experience working with programs relating to Diversity, Equity and Inclusion.

***QUESTION 2**

Describe your experience in performing outreach to, and building effective alliances with other governmental agencies, technology focused organizations and community groups. Describe the purpose of the alliances, the types of interactions you participated in to represent your employer and further your company's goals, and the outcomes derived.

***QUESTION 3**

Please provide your experience working with databases and preparing written materials including technical reports, contracts, solicitations, fact sheets and other publications.

***QUESTION 4**

Provide an example of the most complex task or project for which you've had to develop a plan and implement. What made the project so complex? Describe your planning process, how you coordinated efforts, and the results of the project.

***QUESTION 5**

Indicate how you meet the Minimum Qualifications for Senior Public Information Specialist:

- I possess four years of progressively responsible experience conducting research; writing and editing brochures, articles, and/or news releases for publication; and preparing and making public presentations before groups.
- I possess two years of progressively responsible experience conducting research; writing and editing brochures, articles, and/or news releases for publication; and preparing and making public presentations before groups AND a bachelor's degree in journalism, communications, public relations, business or public administration, political science, or a related field.
- I possess two years of experience as a Public Affairs Specialist at South Coast AQMD.
- I do not meet the Minimum Qualifications for Senior Public Information Specialist.

***QUESTION 6**

At this time, a copy of your unofficial transcripts (or equivalency evaluation, if applicable), documenting the education claimed on your application, must be submitted as an attachment to your application. Please select the appropriate response:

- I have attached a copy of my unofficial transcripts, (or equivalency evaluation documenting my education earned outside of the U.S., if applicable) documenting the education claimed on my application.
- I am not claiming any qualifying education on my application.

* Required Question