

Job Opportunity: Outreach Specialist

Full-Time (40 hours/week) Contractor Position - Public Affairs Division, Philadelphia Water

Background:

Philadelphia Water (PWD) is a 2,000-employee utility committed to providing clean water to residents and businesses in the greater Philadelphia region. The utility's top commitment is to consistently and reliably deliver its more than 2 million customers the professionalism, quality and service that stand as PWD's core values.

Carrying out its mission to protect public health and the environment in the City's communities, Philadelphia Water has become a national leader in water quality, energy conservation and sustainable practices.

The Public Affairs Division is a dedicated, customer-focused division committed to enhancing the quality of life of the external and internal customers served by PWD.

The Public Engagement Team is seeking an *Outreach Specialist*. Public Engagement is comprised of a team within the Public Affairs Division that is made up of employees and in-house consultants, dedicated to generating public support for PWD's environmental investments (i.e., *Green City, Clean Waters*) and existing traditional infrastructure (i.e., maintaining underground pipes). The Public Engagement Team's approach is to inform, involve and inspire customers and other stakeholders through residential, community and watershed-wide opportunities. PWD recognizes that the success and sustainability of its investments hinge on the support of communities and strong communication with these potentially impacted residents and stakeholders is paramount.

The *Outreach Specialist* will spend approximately 50% of her/his time planning, organizing, coordinating, developing, communicating, and tracking the public notification and outreach process of *Green City, Clean Waters*, a program which is setting the national standard for environmentally-friendly stormwater management across the nation. The *Outreach Specialist* will focus on Philadelphia Water's Planning District 4, a geographic region which primarily encompasses the Northwest and Northeast sections of Philadelphia. Sample communities in these sections of the city include Germantown, Olney, Frankford, and Tacony. Sample landmarks in this region include the North Delaware waterfront, Tookany/Tacony-Frankford Creek and Pennypack Creek, Logan Triangle, and the Navy Depot. The *Outreach Specialist* will work closely with the Public Engagement Team members and additional staff in the Public Affairs Division. Additionally, the *Outreach Specialist* will work closely with the District 4 Planner and the District 4 Design engineers in the Office of Watersheds. The *Outreach Specialist* is also expected to work collaboratively with the Tookany/Tacony-Frankford Watershed Partnership (external partner) for District 4 public engagement efforts among other partners. Furthermore s/he will input data into PWD's various data tracking software programs.

The *Outreach Specialist* will spend the remaining 50% of her/his time leading a Public Affairs longitudinal survey on public understanding (i.e., distributing, collecting, analyzing and organizing the data); supporting the implementation of Soak It Up, Adoption (i.e., communicating and coordinating with partners); supporting green stormwater infrastructure tour requests (i.e., presenting information to groups); and supporting event planning needs for the Public Affairs Division (i.e., ribbon-cutting events).

Overview of Role:

The *Outreach Specialist* will work on the Public Engagement Team in the Public Affairs Division through the CDMSmith contract. The *Outreach Specialist* will therefore be an in-house contractor and will report to Tiffany Ledesma (Manager, Public Engagement Team).

The primary responsibilities of the *Outreach Specialist* are to notify impacted communities, to build support for PWD investments in communities, to present accurate information, to collect feedback, to organize data, to collaborate internally and externally, and to celebrate milestones. Furthermore, s/he will present information in public, will be customer-sensitive, and will be a self-starter in addition to a team player.

The ideal candidate will possess the following skills and background.

- Performance in a high production, fast-paced environment.
- A meticulous approach to work and an eye for detail. Strong organizational skills are a must.
- The ability to maintain high-quality work while meeting deadlines.
- A people-person. Interpersonal skills are necessary for the tasks.
- A strong public-speaker; being comfortable presenting information at community meetings.
- A flexible schedule is necessary (evening community meetings occur several times per month).
- An independent worker who is also a team player. Comfortable working with technical staff (and non-technical staff) within PWD. Communication with community members in their neighborhoods is also expected.
- Strong command of English (written and verbal). Fluency in Spanish is desired (although Spanish is not required).
- A strong familiarity of Philadelphia's neighborhoods, particularly the Northeast and Northwest sections of the city, is desired (but not required).
- The ideal candidate will also be passionate about environmental and sustainability related topics. S/he will be responsible for helping to build support for *Green City, Clean Waters* and other PWD sustainability-related initiatives, among other topics.
- The ideal candidate is a "generalist," yet comfortable learning about technical information (i.e., engineering concepts that relate to the information being presented to the impacted communities).
- A minimum of 2 years of professional, relevant work experience required. Relevant work experience includes work in environmental planning, urban planning, community planning, communications, public affairs, environmental management and/or a similar field.
- A minimum of a Bachelor of Arts or Bachelor of Sciences is required.
- Computer skills: Must be proficient in Windows in addition to content management systems, such as Word Press and Droople. Experience with ArcView GIS and Adobe Creative Suite preferred.

Other dedicated ad-hoc outreach, communications and planning support may be needed, such as representation on a planning committee.

If interested in this opportunity, please submit a cover letter and resume to Tiffany Ledesma by 5 p.m. on Thursday, October 22nd, 2015: tiffany.ledesma@phila.gov. Thank you!