



Education and Outreach Analyst

J o b D e s c r i p t i o n

JOB INFORMATION

Approved Date:	8/24/2023 7:20:25 PM
Working Title:	Education and Outreach Analyst
Job Family:	Program
Classification:	Program Analyst

ORGANIZATION

Department:	Public Works
Cost Center/Program:	44011 - Surface Stormwater - Operations
Exemption Status:	Exempt
Union:	Not Represented

JOB SUMMARY

Positions in this classification serve as an expert technical resource or lead for work teams handling multi-disciplinary or technically challenging analytical or planning projects and programs. Incumbents are responsible for providing professional expertise and advice to County or community managers, directors, and officials within a program area of specialization including: planning, developing, administering and implementing program applications; analyzing program data and information; providing solutions and recommendations based on analysis of federal, State and local laws, regulations and codes; and development of operational procedures and processes.

A program is a specialized area with specific complex components and discrete tasks which distinguish it from the main body of an organization. A program is specific to a particular subject. The specialized tasks involve interpretation of policies, procedures and regulations, budget coordination/administration, independent functioning and typically, public contact. Duties are not of a general support nature transferable from one program to another. Performance of clerical duties is in support of incumbent's performance of specialized tasks.

Distinguishing Characteristics

This is the fourth level within a seven level Programs series. This classification is distinguished from the lower levels within the series in that Programs Analyst perform expert level work and may serve as a lead over program. Positions in this classification work under general direction and typically have organization-wide program responsibility. Incumbents assist higher-level staff by coordinating all aspects of program services, providing technical assistance and specialized, consultation to program participants, staff and outside entities, and recommending resolution for complex problems and issues related to the program. Incumbents assess program participants' needs and develop specialized services and training unique to the program and are responsive to the needs of participants. It is distinguished by responsibility for short and long-term planning, developing, and administering program service(s) and related processes and procedures; designing, developing, testing and implementing program applications; analyzing legislative action for program impact; and providing recommendations and solutions for program issues to County or community managers, directors and officials.

Under the direction of the supervisor, this position is responsible for serving as an expert technical resource or lead for work teams handling multi-disciplinary or technically challenging analytical or planning projects and programs related to stormwater education and outreach. This position is responsible for leading professional communications and public relations in designing, marketing, presenting or explaining the programs, campaigns, and operations of the Stormwater Division.

This position uses expertise in public engagement, marketing, interpretation and public relations to develop and produce professional-level print and media, manage digital presence, provide public information, solicit public feedback, and lead communications for the division. This includes identifying and analyzing issues of concern; providing strategic communications objectives, techniques and plans; analyzing metrics to assess success and applying adaptive management; and day to day operations including data tracking, leading the production of graphic design collateral, managing web and social media presence, and managing assigned programs or projects.

This position provides advice and expertise to managers, directors, officials, staff, and community groups related to communications, public relations, marketing, interpretation, education and outreach.

All work supports the mission, vision and values of the Stormwater Division and the requirements of the NPDES Municipal Stormwater Permit for public education and outreach and public involvement and participation.

JOB FUNCTIONS

Essential Functions

Essential Function	% TIME
Programs: Develop and implement Public Works Stormwater Division communication, education and outreach plans and programs that meet or exceed permit requirements. Act as lead for all stages of program management related to communications, construction and public engagement outreach. This includes identifying organizational and community needs and goals by gathering and analyzing data, using expertise in communications, education, interpretation, and/or behavior change to independently develop and implement programs that support achievement of department goals and objectives. Develop, conduct and analyze evaluation of program performance and effectiveness, provide solutions for complex problems and establish new goals as needed. Analyze data and prepare related statistical and/or narrative reports to ensure compliance with permit requirements and laws. Develops proposals and plans to address emerging issues including developing systems, protocols, operational processes and procedures to meet contractual and/or legal compliance and service delivery standards. Analyze new or existing permit requirements, as well as laws, rules, regulations, or socio-economic trends to determine any impact on the program or service delivery. Responsible for responding to and investigating inquiries and complaints in program area and coordinating third party resolution. Conduct inspections of field sites as required.	20%
Projects: Plan, implement, and manage projects and any related grants, contracts, and consultants associated with areas of responsibility that support the goals and objectives of the Stormwater Division. This includes determining needs, developing project plans (budget, scope and timeline), researching funding sources, and writing proposals (e.g., request for proposals, grant applications); preparing documents and evaluating options for procurement of materials and professional services; monitoring the progress of project scope and budget; acting as Contract Administrator and approving/signing invoices; reviewing and approving project deliverables; modifying scope based on evaluation; analyzing data and writing summary reports to support department requirements.	20%
Communications: Act as lead for division in planning, organizing, and directing professional-level public engagement, marketing, communications and public relations for a variety of programs, projects and campaigns. Lead collateral development and production and lead communications for division. Develop and implement communications plans for projects and programs, including meeting with stakeholders and representatives to assess program and participant needs; defining desired outcomes, messaging, and priority audiences; establishing a delivery strategy; creating marketing goals and analyzing metrics. Provide technical expertise and strategic communications objectives, techniques and plans (e.g., communications, outreach or interpretive plans) to stakeholders and staff. Write and provide content for the development of outreach materials and communication tools, including print, digital, advertising, and news releases. Manage web presence (including social media and digital delivery systems) for the division. Coordinate website system functions, equipment or operational changes, and other communication-related matters with staff and management; provide training on new systems, processes or procedures. Respond to media requests and public inquiries about division programs, issues, initiatives and projects. Plan, solicit and gather public feedback on programs or projects. Represent the County and Division in working relationship with other communications professionals, media contacts, and service vendors.	25%
Provide advice and consultation to various County and community managers, directors, officials and boards. Develop and maintain working relationships with community, regional, state and national contacts. Provide formal education or training in the technical aspects of the program; and speak to organizations or groups about stormwater programs, projects or issues to increase interest, raise awareness, or motivate behavior change. Coordinate or serve as liaison with community groups, non-governmental organizations, other agencies and county departments to create partnership opportunities, ensure efficient program implementation, and to establish and maintain professional relationships. This may include STORM (Stormwater Outreach for Regional Municipalities), Clean Water Kitsap, Kitsap County web coordinators, PEAK, other internal and external education and outreach groups, National Association for Interpretation media group, etc. Lead the West Sound Stormwater Outreach Group (WSSOG) to develop and implement behavior change programs on a regional level and meet NPDES requirements, including: serving as County liaison and group leader; coordinating group activities; providing technical expertise on behavior change, communication and outreach methods; managing coordinated outreach and regional campaign implementation; developing work plans and writing the annual report of work; managing program contracts and group purchasing; managing annual budget and providing itemized billings; writing and administering interlocal agreements; and representing the group in larger regional efforts/meetings. Represent the Public Works Stormwater Division at public meetings or hearings on projects or programs.	25%
Act as lead for 1-3 temporary help employees, including developing work plans, providing orientation, training, work scheduling, task prioritization, and overseeing work to ensure that standards are being met.	10%

Required for All Jobs

• Performs other duties as assigned
• Complies with all policies and standards

This Job is Essential	☒
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QUALIFICATIONS

Education			
Education Level	Education Details	Required/ Preferred	
Bachelor's Degree	in a field closely related to the program, from a college or university accredited by an agency recognized by the US Department of Education.	Required	and
Master's Degree	may be preferred or required in some programs.	Preferred	

Work Experience

Experience	Experience Details	Required/ Preferred	
3 years	Of progressively responsible experience related to the program assignment.	Required	

Licenses and Certifications

Licenses/Certifications	Licenses/Certification Details	Time Frame	Required/ Preferred	
DL NUMBER - Driver License, Valid and in State	Driver operates County-owned vehicles.			

Equivalency

Relevant work experience demonstrating required knowledge, skills, and abilities may substitute for educational requirements. Work experience is essential and cannot be replaced by additional education.

Knowledge, Skills and Abilities

KSAs	
Appear for scheduled work and complete assigned tasks within a reasonable period of time.	
Establish and maintain effective working relationships with others using tact, courtesy and good judgment.	
Maintain confidentiality and adhere to policy and procedures of the county and department.	
Communicate effectively orally and in writing.	
Utilize various computer applications specific to the department including databases, word processing, document imaging, spreadsheets, and web-based systems for entering, retrieving and researching data and records.	
Physically perform assigned duties and essential functions of the position.	
Expertise in communications, marketing and branding principles, methods and materials, including presentation tools and techniques.	
Expertise in public notification and public relations to achieve program or project goals.	
Expertise in the principles and best practices of education and curriculum development, interpretation, social marketing and behavior change theory.	
Knowledge of website development and management, internet technology, analysis of website statistics, and social media platforms.	
Knowledge of different writing styles, including AP style, technical, journalistic, plain talk and professional report writing.	
Knowledge of methods and techniques of evaluating effectiveness of public engagement programs.	
Knowledge of federal and state laws, regulations and terminology relating to stormwater pollution, runoff control, and environmentally sensitive areas.	

Knowledge of research methods.	
Knowledge of contract management principles and techniques.	
Skilled in adapting modern outreach and education principles, methods, techniques and standards to the planning, design, and implementation of a variety of division-specific education and behavior change programs and projects.	
Skilled in establishing and maintaining effective working relationships with co-workers, agency partners, community representatives, media professionals, contractors, public officials, and the general public using tact, courtesy and good judgement.	
Skilled in successfully handling multiple tasks and multiple programs simultaneously in a rapidly changing environment.	
Skilled in program evaluation, advocacy and promotion.	
Skilled in budget development and monitoring.	
Skilled in communicating effectively orally and in writing in a professional manner using appropriate grammar, speech and expression.	
Skilled in gathering, analyzing, summarizing and utilizing data to accomplish program objectives.	
Skilled in interpreting scientific and technical concepts for the general public.	
Skilled in editing, proofing and review of creative collateral and communications materials.	
Skilled in learning, applying, and communicating new technology, techniques and software.	
Skilled in Microsoft SharePoint, Adobe Creative Suite, social media platforms, internet content management systems, and basic HTML.	
Ability to identify, summarize, and provide solutions to problems.	
Ability to work independently with limited direct supervision and apply sound judgement to a variety of situations.	
Ability to effectively coordinate, perform and complete multiple duties and assignments concurrently to meet deadlines.	
Ability to determine communication needs for internal and external customers.	
Ability to collaborate, coordinate and facilitate large meetings effectively.	
Ability to effectively write materials for media purposes.	
Ability to interact efficiently with the media.	
Ability to train employees with varying expertise levels on new systems and processes.	
Ability to make effective presentations in a variety of public forums before diverse groups.	
Ability to exercise initiative and discretion in contact with county, state and federal officials and agencies, and the public.	
Ability to establish and maintain effective relationships with a range of community representatives, staff, outside agencies or workgroups, professional communities of practice, and members of the media.	
Ability to work various shifts, evenings, weekends, holidays and overtime as required.	

Core Competencies

Demonstrates values-based competencies in line with the core values that are the foundation of all activities performed by employees in order to achieve the Mission of the Company:	
Time Management	Uses their time effectively and efficiently; values time; concentrates their efforts on the more important priorities; gets more done in less time than others; can attend to a broader range of activities.
Drive for Results	Can be counted on to exceed goals successfully; is constantly and consistently one of the top performers; very bottom-line oriented; steadfastly pushes self and others for results.
Customer Focus	Is dedicated to meeting the expectations and requirements of internal and external customers; gets first-hand customer information and uses it for improvements in products and services; acts with customers in mind; establishes and maintains effective relationships with customers and gains their trust and respect.

Remote Employment	
Remote Employment Type:	
Remote Employment Text:	

Weight Bearing Activities

Physical Activity Performed	Frequency/Percentage Time/Max Time	Examples of how activity is performed
Weight Bearing (Standing & Walking)		
Weight Bearing Standing		
Weight Bearing - Walking		
Walking on Uneven Terrain	Occasionally: 11-33% - Occurs 31 minutes to 2.5 hours per shift.	remote sites or field work
Running		
Jumping		
Climbing Ladder, stairs, stools	Seldom/Infrequent: 1-10% - May occur, but not on a daily basis or less than 30 minutes per shift.	may periodically climb stairs
Balancing	Seldom/Infrequent: 1-10% - May occur, but not on a daily basis or less than 30 minutes per shift.	to access low filing cabinets/shelves
Bending at the waist	Seldom/Infrequent: 1-10% - May occur, but not on a daily basis or less than 30 minutes per shift.	accessing files, office supplies, and equipment
Twisting at the waist	Seldom/Infrequent: 1-10% - May occur, but not on a daily basis or less than 30 minutes per shift.	to access low filing cabinets/shelves
Stooping		
Slight bend at knees		
Squatting		
	Continuously: 67%+ - Occurs more than 5.6 hours per shift.	

Other - Non-Weight Bearing

Physical Activity Performed	Frequency/Percentage Time/Max Time	Examples of how activity is performed
Sitting	Continuously: 67%+ - Occurs more than 5.6 hours per shift.	
Kneeling One or both knees		
Crawling On hands and knees		
Lying Down		
Back, side or stomach		

Lifting/Carry/Push/Pull

Lifting

Physical Activity Performed	Frequency/Percentage Time/Max Time	Examples of how activity is performed
Lifting 0-10 lbs	Occasionally: 11-33% - Occurs 31 minutes to 2.5 hours per shift.	Office supplies, paperwork and files
Lifting 11-20 lbs	Seldom/Infrequent: 1-10% - May occur, but not on a daily basis or less than 30 minutes per shift.	Office supplies, paperwork and files

Lifting

Physical Activity Performed	Frequency/Percentage Time/Max Time	Examples of how activity is performed
Lifting 21-35 lbs	Seldom/Infrequent: 1-10% - May occur, but not on a daily basis or less than 30 minutes per shift.	Office supplies, paperwork and files
Lifting 36-50 lbs	Never: 0% - Does not occur ever, or may not ever occur for some incumbent.	
Lifting 50 + lbs	Never: 0% - Does not occur ever, or may not ever occur for some incumbent.	

Carry

Physical Activity Performed	Frequency/Percentage Time/Max Time	Examples of how activity is performed
Carry 0-10 lbs	Occasionally: 11-33% - Occurs 31 minutes to 2.5 hours per shift.	Office supplies, paperwork and files
Carry 11-20 lbs	Seldom/Infrequent: 1-10% - May occur, but not on a daily basis or less than 30 minutes per shift.	Office supplies, paperwork and files
Carry 21-35 lbs	Seldom/Infrequent: 1-10% - May occur, but not on a daily basis or less than 30 minutes per shift.	Office supplies, paperwork and files
Carry 36-50 lbs	Never: 0% - Does not occur ever, or may not ever occur for some incumbent.	
	Never: 0% - Does not occur ever, or may not ever occur for some incumbent.	

Pushing

Physical Activity Performed	Frequency/Percentage Time/Max Time	Examples of how activity is performed
Pushing 0-10 lbs	Seldom/Infrequent: 1-10% - May occur, but not on a daily basis or less than 30 minutes per shift.	file drawers, office equipment, files
Pushing 11-20 lbs	Seldom/Infrequent: 1-10% - May occur, but not on a daily basis or less than 30 minutes per shift.	file drawers, office equipment, files
Pushing 21-35 lbs	Never: 0% - Does not occur ever, or may not ever occur for some incumbent.	
Pushing 36-50 lbs	Never: 0% - Does not occur ever, or may not ever occur for some incumbent.	
	Never: 0% - Does not occur ever, or may not ever occur for some incumbent.	

Pulling

Physical Activity Performed	Frequency/Percentage Time/Max Time	Examples of how activity is performed
Pulling 0-10 lbs	Seldom/Infrequent: 1-10% - May occur, but not on a daily basis or less than 30 minutes per shift.	file drawers, office equipment, files
Pulling 11-20 lbs	Seldom/Infrequent: 1-10% - May occur, but not on a daily basis or less than 30 minutes per shift.	file drawers, office equipment, files
Pulling 21-35 lbs	Never: 0% - Does not occur ever, or may not ever occur for some incumbent.	
Pulling 36-50 lbs	Never: 0% - Does not occur ever, or may not ever occur for some incumbent.	
	Never: 0% - Does not occur ever, or may not ever occur for some incumbent.	

Upper Extremity/Arm Movement

	Dominant Arm - Frequency/Percentage Time/Max Time	Non-Dominant Arm - Frequency/Percentage Time/Max Time	Examples of how activity is performed
Reaching Above shoulder level	Seldom/Infrequent: 1-10% - May occur, but not on a daily basis or less than 30 minutes per shift.	Seldom/Infrequent: 1-10% - May occur, but not on a daily basis or less than 30 minutes per shift.	accessing files, office supplies, and equipment
Reaching at shoulder level	Seldom/Infrequent: 1-10% - May occur, but not on a daily basis or less than 30 minutes per shift.	Seldom/Infrequent: 1-10% - May occur, but not on a daily basis or less than 30 minutes per shift.	accessing files, office supplies, and equipment
Reaching below shoulder level	Seldom/Infrequent: 1-10% - May occur, but not on a daily basis or less than 30 minutes per shift.	Seldom/Infrequent: 1-10% - May occur, but not on a daily basis or less than 30 minutes per shift.	accessing files, office supplies, and equipment
Steering Equipment, Vehicles			

Cervical Spine/Neck Movement

Physical Activity Performed	Frequency/Percentage Time/Max Time	Examples of how activity is performed
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Upper Extremity/Hand Activities

	Dominant Arm - Frequency/Percentage Time/Max Time	Non-Dominant Arm - Frequency/Percentage Time/Max Time	Examples of how activity is performed
Fine Manipulation			
Keyboarding/Typing			
Simple Grasp	Seldom/Infrequent: 1-10% - May occur, but	Seldom/Infrequent: 1-10% - May occur, but	office supplies, equipment, phone

Upper Extremity/Hand Activities

	Dominant Arm - Frequency/Percentage Time/ Max Time	Non-Dominant Arm - Frequency/Percentage Time/ Max Time	Examples of how activity is performed
	not on a daily basis or less than 30 minutes per shift.	not on a daily basis or less than 30 minutes per shift.	
Up & Down Flexion of Wrist			
Side to Side Motion of Wrist			
Turning/Rotation of wrist/hand			
Gross Manipulation			
Powerful Grasp/Tight Grasp	Seldom/Infrequent: 1- 10% - May occur, but not on a daily basis or less than 30 minutes per shift.	Seldom/Infrequent: 1- 10% - May occur, but not on a daily basis or less than 30 minutes per shift.	office supplies, equipment, phone
Hand Controls			
Repetitive Motion			

Sensory Functions (See, Hear, Smell)

Physical Activity Performed	Frequency/Percentage Time/Max Time	Examples of how activity is performed
Sight: Distinguish objects, depth perception, field of vision, color identification, near and far acuity necessary to operate equipment, machinery, etc.	Continuously: 67%+ - Occurs more than 5.6 hours per shift.	documents computer screen, files may be color coded
Hearing: Comprehend oral language and sounds and react appropriately. Follow oral directions.	Continuously: 67%+ - Occurs more than 5.6 hours per shift.	
Speaking: Orally communicate information and ideas with comprehension	Continuously: 67%+ - Occurs more than 5.6 hours per shift.	
Reading: Comprehend and retain the written word.	Continuously: 67%+ - Occurs more than 5.6 hours per shift.	documents computer screen
Writing: Composing communications in writing		
Math: Compute a series of numeric variables, measurements		

Working Conditions

Physical Activity Performed	Frequency/Percentage Time/Max Time	Examples of how activity is performed
Uneven Ground	Never: 0% - Does not occur ever, or may not ever occur for some incumbent.	
Exposure to Bloodborne Pathogens		
Work Outside	Never: 0% - Does not occur ever, or may not ever occur for some incumbent.	
Customer/Public Contact		
Work Inside	Continuously: 67%+ - Occurs more than 5.6 hours per shift.	office enviornment
High Elevations	Never: 0% - Does not occur ever, or may not ever occur for some incumbent.	
Moving Objects	Never: 0% - Does not occur ever, or may not ever occur for some incumbent.	
Slippery Surface	Never: 0% - Does not occur ever, or may not ever occur for some incumbent.	
Wetness	Never: 0% - Does not occur ever, or may not ever occur for some incumbent.	
Temp.Humid/ Extremes	Never: 0% - Does not occur ever, or may not ever occur for some incumbent.	
Temp. Cold Temp	Never: 0% - Does not occur ever, or may not ever occur for some incumbent.	
Confined Spaces	Never: 0% - Does not occur ever, or may not ever occur for some incumbent.	
Special Clothing	Continuously: 67%+ - Occurs more than 5.6 hours per shift.	semi-professional attire
Vibration	Never: 0% - Does not occur ever, or may not ever occur for some incumbent.	
Use of Solvents	Never: 0% - Does not occur ever, or may not ever occur for some incumbent.	
Use of Detergent	Never: 0% - Does not occur ever, or may not ever occur for some incumbent.	
Chemical Contact	Never: 0% - Does not occur ever, or may not ever occur for some incumbent.	
Chemical Vapors	Never: 0% - Does not occur ever, or may not ever occur for some incumbent.	
Dust or Particles	Seldom/Infrequent: 1-10% - May occur, but not on a daily basis or less than 30 minutes per shift.	
Toxic Substances		
Explosives		
Radiation		
Electricity		
Noise intensity		

Mental/Psychological Demands

Mental/Psychological Demands	Required Yes/No (Blank)	Examples
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Operational Equipment

Physical Activity Performed	Frequency/Percentage Time/Max Time	Examples of how activity is performed
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Other Requirements

PRE-EMPLOYMENT EXAMS

POST-EMPLOYMENT

COMPENSATION

Annual Max:	\$110,706.75
Annual Min:	\$86,535.42
Hourly Max:	\$0.00
Hourly Min:	\$0.00