

DEPARTMENT:	SUPERVISED BY:	FLSA STATUS:
Business Services	Business Services Director	Non-Exempt

JOB SUMMARY:

The Administrative Specialist is responsible for facilitating communications and public outreach and providing professional administrative support. An employee in this position is expected to have high-level computer, multitasking, communications, and organizational skills to design and execute content strategy and public/media relations, provide external agency coordination, develop meeting materials and presentations, and conduct research and analysis. Provides specialized administrative support using multiple computer applications for editing and preparing official documents, document management, including tracking and reporting of information, often of a technical nature. The work performed requires a general knowledge of District operations.

DISTINGUISHING FEATURES:

This is a single classification and not part of a series. The Administrative Specialist operates independently with minimal supervision. The Administrative Specialist frequently performs new work with varied situations requiring specialized communications knowledge and advanced knowledge and understanding of office and administrative procedures and operations. Some policies and procedures are defined, but many are determined based on the needs identified by the job requirements. Work activities have a moderate to high degree of complexity, often following job-specific guidelines, policies, and procedures, have strict deadlines, and are detail-oriented.

MINIMUM QUALIFICATIONS:

Demonstrated Knowledge of:

- Principles and practices of public affairs and media relations.
- General principles of graphic design and production methods for print and digital mediums.
- Modern principles of branding and strategic communication.
- Photography and videography.
- General office practices and procedures.
- Pertinent Federal, State and local laws, codes and regulations.

Skill in:

- Writing and speaking creatively, concisely and accurately about complex subjects for a broad range of audiences to inform, persuade, reassure or motivate across a broad range of mediums.
- Social media strategy, audience voice and content production and distribution.
- Proofreading, copywriting and copy editing, including proper business English, spelling and grammar, with great attention to detail and accuracy.
- Responding to requests and inquiries from the media and general public.

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- Use of computers, personal communication devices, internet, social media applications and computer software including Microsoft Office Suite, databases, Adobe Creative Suite, preferred, content management systems, photo and video editing.
- Tested proficiency in word processing (60 WPM), proofreading, Microsoft Word, Excel, and PowerPoint.
- Operating modern office equipment.
- Sorting, filing, and archiving electronic records.

Demonstrated Ability to:

- Develop a variety of effective public and employee communications in alignment with established strategic communication plans.
- Under general direction, produce materials using established templates and timelines.
- Identify problems, analyze issues, exercise sound judgment, and use logical thought processes to project consequences, draw conclusions, identify alternatives, make recommendations, and implement an effective course of action.
- Recognize issues that require the Director's immediate attention.
- Understand, interpret and explain policies, procedures, laws and regulations.
- Establish and maintain effective working relationships with those contacted in the course of work including a variety of District and other government officials, community groups, vendors and the general public.
- Present ideas both orally and in writing to increase understanding among stakeholders who have varying levels of comprehension, or opposition or indifference to the information being presented.
- Operate effectively in a team environment, collaborating, listening and appreciating diverse perspectives.
- Organize and manage workload and time and prioritize tasks to meet changing priorities and deadlines.
- Coordinate with and manage consultants and vendors.
- Utilize strong organizational skills.
- Represent the District in a positive and professional manner.
- Be dependable and punctual in reporting to work as scheduled.
- Maintain high levels of confidentiality and exercise discretion.

Certification & Licensure:

- Possess and maintain a valid state-issued driver's license with good driving record.

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EDUCATION & EXPERIENCE:

Any combination of education, training and experience that provides the requisite knowledge, skill, and abilities to successfully perform the duties and fulfill the responsibilities of the position will be considered. A typical way to achieve that would be:

- High school diploma or equivalent.
- College coursework in journalism, communications, public relations, graphic design or a related field; Bachelor's Degree preferred.
- Five (5) years of responsible and relevant work experience, including:
 - Communications, public information, public affairs, marketing or digital and media relations.
 - Advanced administrative support experience, including research, word processing, editing, and proofreading.

WORKING CONDITIONS:

The majority of the work is performed indoors in an office environment with occasional work outdoors in field environments and throughout all District facilities, including driving to and working around wastewater treatment plants and pump stations. Employees have prolonged sitting, standing, and use of a computer, typing on a keyboard. Specific vision abilities include close vision, distance vision, depth perception, and the ability to adjust focus. Will use hands to finger, handle, or feel; talk, hear, stand; walk; use stairs; reach with hands and arms; balance, stoop, kneel and crouch. May occasionally lift, carry and/or move objects safely up to 25 pounds. At various District facilities, there may be occasional exposure to a variety of health and safety conditions, including raw sewage odors and dangerous mechanical and electrical equipment. You may be required to wear and/or use appropriate personal protective equipment (PPE) when visiting and working at certain facilities and job sites. You may be required to respond to emergencies and inclement weather events during off-work hours.

TYPICAL DUTIES & RESPONSIBILITIES:

The duties listed below, while not all-inclusive, are characteristic of the type and level of work associated with this position. Individual positions may perform all or some combination of the duties listed below, as well as other related duties. The District reserves the right to add, modify, or remove duties as appropriate to meet business needs.

Communications & Public Outreach. Typical tasks: Develop and implement internal and external communication, marketing and outreach efforts that support the District's branding and strategic communications and outreach goals and initiatives. Apply storytelling and copywriting skills to create compelling stories, messages and presentations for varying audiences, mediums and information platforms. Deploy public participation, awareness and information campaigns through digital and printed media platforms and coordinating, staffing, and attending community

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events. Coordinate with creative services staff and consultants (e.g. videography, photography, graphic and UI/UX design), plan and manage the production and delivery of a broad range of high-quality printed, audio and visual-based communication and engagement materials including printed collateral, digital media, traditional media, and community education and outreach program materials. Monitor the website and social media platforms, coordinate content, maintain relevant, accurate, and timely information, and ensure user functionality and accessibility, including content development, production and distribution, customer experience tracking, and data analysis to tailor content to a variety of audience personas and comply with District branding. Coordinate and manage District photo and video libraries. Collaborate with staff to identify the most effective communication and presentation methods and relevant information to be communicated. Communicate regularly with staff and gather information for subject-matter research, media response and campaign execution. Interpret technical information into easily understood messages. Provide oral and written responses to general inquiries and questions from employees, external agencies, media, public and stakeholders, providing accurate information in a timely and accessible manner. Support providing written, digital and in-person responses for media inquiries during and after emergency incidents.

Administrative Support. Typical tasks: Provide advanced administrative support to District leadership. Independently research, locate, assemble, edit, and summarize material, information, and data for administrative action. Prepares official correspondence and other communications with general input and directions. Edit, review, and prepare official reports and documents for submittal and public distribution. Utilize spreadsheets, databases, and other software to enter, maintain, track, retrieve, analyze, and report on a variety of quantitative data and information. Provide calendar and travel support to department leadership, including managing commitments and arranging meetings and conferences. Procurement of various goods, as requested, using District-issued Purchase Card and reconciling transactions. May be responsible for developing PowerPoint presentations, coordinating and facilitating the assembly of materials for committee and Board meetings, and attending and preparing minutes for District and Alliance Board meetings. May provide administrative support for public outreach activities and employee newsletters. Maintain and manage written and electronic records control in accordance with the State of Washington Records Management Guidelines.

Other Duties. Exercise judgment and initiative in managing assigned tasks, quality control, and meeting deadlines. Serve as a resource for staff, customers and stakeholders, fulfilling requests for information and materials in a timely and professional manner. Maintain and administer contracts, including processing pay requests, monitoring budgets and ensuring ongoing compliance. Follow District regulations, codes, policies, practices, and management directives. Inspect working area and keep it safe, clean, and professional, including performing general housekeeping duties. Follow occupational health and safety policies and procedures. Demonstrate regular and reliable attendance and be dependable and punctual in reporting to work as scheduled. Operate a variety of office equipment. Perform other duties as assigned.

JOB TITLE: **ADMINISTRATIVE SPECIALIST**

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RELATIONSHIP WITH OTHERS:

The Administrative Specialist may have regular telephone or in-person contact with District managers, employees, consultants, vendors, contractors, affiliated organizations, ratepayers, stakeholders, media, and the general public. May have occasional contact with the Board and elected officials.

SUPERVISION:

Exercised: Not Applicable

Received: The Administrative Specialist works independently under the general supervision of the Director. Work is assigned and reviewed through formal and informal means, as well as through the review of work materials. Priorities, deadlines, objectives, and work assignments are received both orally and in writing. The employee works with a high degree of independence and is expected to exercise judgment and initiative in managing workload, quality control, and meeting deadlines. Performance is evaluated at least annually through the performance appraisal process.

SPECIAL REQUIREMENTS:

- Required to work after normal working hours, evenings, and/or weekends on an as needed or emergency basis.
- Must pass pre-employment, job-related skills testing, including tested proficiency in Microsoft Word, Excel, Outlook, PowerPoint and word processing (at least 60 WPM).
- Final offer of employment is contingent upon successful completion of a reference check.