



**CITY OF SANTA CRUZ  
WATER CONSERVATION REPRESENTATIVE**

**Reports to:** Water Conservation Manager  
**Supervises:** May provide direction to volunteers and interns  
**Bargaining Unit:** Service

**BASIC FUNCTION**

Under general supervision, performs office and field work in assisting customers with water conservation programs, services, and regulations; assists with development and implementation of residential, commercial, and landscape water conservation programs; answers telephone and in-person questions regarding utility billing information, and water conservation programs, services, and regulations; assists with public information, education and outreach activities; writes articles for media, website, and utility newsletter; and performs other related work as assigned.

**DISTINGUISHING CHARACTERISTICS**

The **Water Conservation Representative** is the journey level classification in the Water Conservation series. This classification is responsible for assisting with the development and implementation of various water conservation programs and outreach programs, performing general clerical tasks and providing routine information to the public, and related written materials. This classification is distinguished from the next higher classification of Environmental Projects Analyst in that the latter requires specialized knowledge related to water conservation and water resources and is responsible for the more technical and complex projects and programs.

**TYPICAL DUTIES** *(May include, but are not limited to, the following):*

- Administers water conservation programs-including the plumbing fixture retrofit program and various rebate programs-such as processes water conservation certificates and rebate applications; checks applications for accuracy and completion, performs inspections to verify installation, enters data on computer and prepares documents for payment.
- Provides clerical support to the Water Conservation Section; answers phones; responds to customer inquiries; refers complex technical questions to the technician or manager.
- Plans, schedules, and makes presentations related to water conservation and the water system to schools, businesses and community groups; assists in identifying target businesses and groups for outreach efforts; assists in the coordination of speakers and special events.
- Prepares or assists in the preparation of a variety of written materials, including brochures, advertisements, surveys, newsletters, reports, and correspondence; researches and writes outreach and promotional articles; distributes informational materials and educational brochures, and devices related to water conservation to the public.

City of Santa Cruz  
Water Conservation Representative

- Develops educational/informational display materials for special events; may staff booths to answer questions and distribute information. Coordinates school education materials and programs.
- Reviews water consumption records, summarizes information, and prepares spreadsheet reports.
- Assists customers in analyzing water use, contacts customers with high-consumption water accounts to recommend water conservation measures in order to reduce water use.
- Conducts residential and commercial water surveys; checks household plumbing fixtures, appliances, landscape characteristics and irrigation equipment, and provides recommendations on ways to reduce household water use and control utility bills.
- Reviews customers' landscape irrigation practices and recommends water-conserving irrigation equipment, systems, and procedures; reviews of customers' landscape irrigation plans related to new development; checks for compliance with applicable codes and ordinances; processes plans by entering data on computer system.
- Responds to reported water waste complaints by contacting customer by phone or sending information to educate the customer; maintains records and prepares correspondence related to violations; visits customer premises to conduct routine residential water audits; during droughts, may be assigned to patrol water service area to enforce water conservation ordinances.
- May represent the Water Conservation Manager at meetings.

### **WORKING CONDITIONS**

Position requires prolonged sitting; standing and walking on level and uneven surfaces; reaching, twisting, turning, kneeling, bending, squatting and stooping; and working indoors and outdoors. This position also requires grasping, repetitive hand movement and fine coordination in using a computer keyboard. Additionally, the position requires near and far vision in reading written materials and a computer monitor. Acute hearing is required when providing phone and personal service. The need to lift, drag and push files, paper and documents weighing up to 25 pounds also is required. Some job duties require the incumbent to drive motorized vehicles. Some of these requirements may be accommodated for otherwise qualified individuals requiring and requesting such accommodations.

### **MINIMUM QUALIFICATIONS**

#### **Knowledge:**

- Standard office practices, procedures and equipment.
- Computerized business systems applications.
- Water conservation and irrigation practices and principles.
- Effective customer service techniques.

#### **Abilities:**

- Effectively assist in the planning, marketing and coordination of programs and events.
- Plan, prepare, and present educational programs to specific audiences.
- Collect, organize, and review numerical data and accurately summarize information.
- Accurately perform basic mathematical calculations.
- Communicate effectively, both orally and in writing.
- Understand, interpret, apply, and explain policies and procedures.

City of Santa Cruz  
Water Conservation Representative

- Effectively communicate technical and procedural information to groups and individuals.
- Use computer applications such as word processing, spreadsheet, desktop publishing programs and presentation software.
- Prepare written reports, correspondence, brochures, and educational materials.
- Make sound decisions within established guidelines.
- Establish and maintain effective working relationships.
- Follow written and oral directions.
- Learn to review landscape irrigation plans.
- Observe safety principles and work in a safe manner.

**EDUCATION AND EXPERIENCE**

Any combination of education and experience that provides the required knowledge, skills and abilities may be qualifying. A typical way to obtain these qualifications would be:

- High school graduation or equivalent; and
- One year of customer service experience which included significant clerical responsibility; and
- Six months of water conservation-related field experience such as plumbing, landscaping or irrigation. Successful completion of one year of college level coursework in horticulture or a directly related field may substitute for the six months of the water conservation related field experience.

Licenses

- Possession and continued maintenance of a valid California driver's license and a safe driving record.

**DESIRABLE QUALIFICATIONS**

- Training in irrigation or home water audits.
- Training or education in journalism, public education or teaching.
- Possession of a Water Conservation Practitioner Certificate issued by the California-Nevada (CA-NV) Section of the American Water Works Association.
- Ability to speak Spanish.
- One year of experience as a real estate professional

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**Career Ladder**

- Water Conservation Manager
- Environmental Projects Analyst
- *Water Conservation Representative*