



## CLASSIFICATION SPECIFICATION

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### PROGRAMS AND PUBLIC AFFAIRS MANAGER

#### DEFINITION:

Under general direction, performs a variety of professional and administrative activities in support of the District's conservation, public information and community outreach program; plans, organizes, coordinates, recommends and implements comprehensive District-wide community involvement, public information, media relations, conservation programs, special projects, and legislative activities; coordinates assigned activities with outside agencies; organizes, prepares and disseminates information relating to a wide range of District activities; participates in representing the District on public and media relations matters; and performs related duties as assigned.

#### SUPERVISION RECEIVED/EXERCISED:

Receives general direction from the Assistant General Manager. Exercises general supervision over administrative support staff, as assigned.

#### ESSENTIAL FUNCTIONS: *(include but are not limited to the following)*

*Class specifications are only intended to present a description summary of the range of duties and responsibilities associated with specified positions. Therefore, specifications **may not** include all duties performed by individuals within a classification. In addition, specifications are intended to outline the minimum qualifications necessary for entry into the class and do not necessarily convey the qualifications of the incumbents within the class.*

- Performs responsible, confidential, and moderately complex administrative, technical and office support functions in support of departmental operations.
- Plans and conducts public relations, awareness and community involvement programs designed to create and maintain a positive image of District operations and programs.
- Promotes positive public relations through speeches, exhibits, tours and question and answer sessions; plans and coordinates special events and presentations.
- Takes proactive steps to build positive relationships with elected officials and key business, civic and community leaders; serves as an ongoing liaison, and represents the District with designated governmental agencies and other industry, professional and community groups and organizations.
- Attends meetings, answers questions and provides information on District programs and projects; works with other District staff to formulate methods and approaches for addressing community and District concerns; follows up to ensure that concerns and needs are responded to.
- Stays abreast of new trends and innovations in the field of water conservation and other water programs/policy issues.
- Oversees/participates in numerous special projects, internal projects, and meetings.

- Develops and implements strategic public outreach plans. Periodically reports alignment with outreach plans.
- Arranges or responds to media inquiries, ranging from the routine to highly sensitive issues and incidents; prepares news releases and arranges media interviews; establishes and maintains effective media relations.
- Prepares special display materials; takes photographs for publicity purposes; plans, recommends and coordinates the development of graphic materials, including flyers, brochures, newsletters, fact sheets, bill inserts, overlays, charts and other print/graphic materials; establishes timelines and schedules.
- Conducts research and drafts responses to customer inquiries on a variety of topics.
- Participates in the District's intergovernmental programs and activities; assists in analyzing proposed local, state and federal law and regulations for their impact on District practices and operations; assists in drafting position papers and public testimony.
- Educates water users on conservation including landscaping irrigation plan requirements on residential and commercial developments to obtain optimum water usage and conservation.
- Develops, implements, and administers comprehensive programs, policies, guidelines and procedures related to the District's water management goals, including conservation and other related programs.
- Manages and monitors communication venues and protocols such as websites, social media, and blogs.
- Analyzes and develops policies and procedures under the direction of the Assistant General Manager.
- Assists in developing support for the formation of financing districts for wastewater projects.
- Assists in identifying and developing funding sources (local, State and Federal) for capital projects.
- Tracks and monitors government regulations, laws, policies, and other government activities.
- Assists in the development of departmental budget.
- Establishes positive working relationships with District staff and Board, and the general public.
- Under direction from Human Resources, assists in promoting a positive and healthy work environment.
- Assumes responsibility for ensuring the duties of the position are performed in a safe, efficient manner.

- Works weekends, evenings and holidays as required to accommodate the District's needs, in addition to responding as a Disaster Emergency Service Worker.
- Performs other related duties as assigned.

**PHYSICAL, MENTAL AND ENVIRONMENTAL WORKING CONDITIONS:**

The essential functions of this position may require the employee to perform the following physical activities. Some of these requirements may be accommodated for otherwise qualified individuals requiring and requesting such accommodations.

- Work in an office environment with some exposure to dust, dirt, and hazardous materials.
- Stand, walk and sit for extended time periods; able to carry, push, pull, reach and lift objects of light to medium weight; hearing and vision within normal ranges.
- Communicate orally with District management, co-workers, and the public in face-to-face, one-to-one and group settings; regularly use a telephone and two-way radio for communication.
- Read and interpret complex data, information and documents; analyze and solve complex problems; use math/mathematical reasoning; perform highly detailed work under changing, intensive deadlines, on multiple concurrent tasks; work with constant interruptions, and interact with all levels of District management, board members, other elected and appointed governmental officials, media representatives, business and community leaders, employees, the public and others encountered in the course of work.
- Operate office equipment including use of computer and keyboard; work at a desk and computer for extended time periods; look at computer monitor for extended time periods.
- Travel by vehicle while conducting company business.

**QUALIFICATIONS:** *The following are minimal qualifications necessary for entry into the classification.)*

**Education and/or Experience**

Any combination of education and/or experience which would likely provide the necessary knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be graduation from a four-year college or university with a Bachelor's degree in Marketing, Public Relations, Communications, Business Administration, or a closely related field, and eight (8) years of progressively responsible community and public relations, public information, conservation or customer service experience involving the development and coordination of public affairs programs and projects in a management or supervisory capacity, preferably with a public agency.

**License/Certificate:**

Possession of a valid Class C California driver's license and satisfactory driving record.

**KNOWLEDGE/SKILLS/ABILITIES:** *(The following are a representative sample of the KSA's necessary to perform essential duties of the position.)*

**Knowledge of:**

- Principles, methods and practices applied in design and implementation of public relations, community affairs and advertising programs.
- Methods and techniques of issues and image management.
- Advanced principles, practices and methods of administrative, organizational, economic, legislative and procedural analysis.
- Industry trends and media practices as they apply to developing and carrying out public information/public affairs programs.
- Advertising and public relations industry practices and trends.
- District functions and operations and associated public information and media relations issues.
- Principles, practices and techniques of distributing information for mass media communications.
- Federal, state and local laws, regulations and court decisions applicable to assigned areas of responsibility.
- Principles and practices of public administration, including budgeting, purchasing, contract administration and maintenance of public records.
- Methods and practices of effective representation of District interests before elected bodies and officials.
- Research methods and analysis techniques.
- Principles and practices of sound business communication.
- Safe work methods and safety regulations.

**Ability to:**

- Plan and direct a broad range of programs and services directed to building and maintaining the District's image in the community and with key stakeholders, including other governmental entities.
- Define complex public affairs and media relations issues and strategies issues, perform difficult analyses and research, evaluate alternatives and develop sound conclusions and recommendations.
- Understand, interpret, explain and apply local, state and federal policy, law, regulation and court decisions governing areas of responsibility.
- Generate interest and convey messages through the development of graphic treatments and persuasive writing.
- Apply writing styles and techniques appropriate for differing business and journalistic/public relations purposes.
- Identify and respond to community and District issues, concerns and needs.
- Understand the public information implications and evaluate the news value of District activities and functions.
- Prepare studies, reports and courses of action and present recommendations to the General Manager and/or the Board of Directors.
- Coordinate multiple, complex projects and meet critical deadlines.

- Present proposals and recommendations clearly, logically and persuasively in public meetings.
- Develop and implement appropriate procedures and controls.
- Maintain accurate files and records.
- Respond to requests and inquiries from the media and the public.
- Exercise sound, expert independent judgment and political acumen within general policy guidelines.
- Exercise tact, diplomacy and discretion in dealing with highly sensitive, complex, confidential and controversial issues and situations.
- Establish and maintain effective working relationships with all levels of District management, board members, other elected and appointed governmental officials, media representatives, business and community leaders, employees, the public and others encountered in the course of work.
- Understand and follow oral and written directions.
- Work effectively with a small group or individually.
- Provide excellent customer service and resolve public concerns and complaints.
- Skillfully and safely operate a motor vehicle when required in the course of performing work duties.
- Exercise independent judgment and initiative within established guidelines.
- Operate a computer and related software at an advanced level.

**STATUS:** Exempt

Revised: July 2021.