



## **CLASSIFICATION SPECIFICATION**

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### **PUBLIC INFORMATION & EXTERNAL AFFAIRS MANAGER**

Department: External Affairs/Conservation  
Range:

FLSA Status: Exempt  
Effective Date: January 25, 2016

#### **General Purpose**

Under general direction from the General Manager, the Public Information and External Affairs Manager provides accurate, comprehensive, and systematic communications about the programs, functions, and activities of the District; serves as a liaison with the local news media; develops and disseminates information and communications about service problems and issues which are of interest to the general public and other government agencies. Oversees the District's water and energy conservation programs and serves as the Public Information Officer (PIO); and performs related duties as required.

#### **Essential Duties and Responsibilities**

The duties and responsibilities listed below are intended to provide a representative list of the various types of work that may be performed. Specifications are not intended to reflect all duties performed within the job class, and incumbents may expect to perform other related, similar duties.

- Coordinates assigned public awareness, information or community involvement programs or internal communication projects. Prepares news releases, maintains effective media relations, drafts public service announcements, and electronic publications, and other outreach materials, including newsletters, general interest materials, brochures, and briefing booklets on specific issues; serves as editor for paper/electronic publications.
- Develops and manages legislative and policy advocacy programs and projects; monitors, tracks, and analyzes legislation affecting the District's programs, projects, and activities; communicates information and develops status reports for the Board and General Manager; in concert with the District Lobbyist, represents the District's position regarding legislation to special interests.

Assists in developing, coordinating, promoting and implementing workshops, tours, special events, school education programs, and exhibits promoting water use efficiency and other community programs and innovations in the field of public information, community outreach, water conservation, and legislative policies.

- Serves as a liaison with other agencies, including partnering on special projects related to public relations and speaking at various community events and industry association meetings.
- Participates in strategic planning for the District and sets goals for area of responsibility; develops policies, procedures, and protocols to implement these District goals and objectives.
- Participates in activities associated with the District's Emergency Preparedness Program; develops emergency response training seminars, drills and simulation exercises.
- Establishes and maintains cooperative working relationships with co-workers, outside agencies, and the public.

- Makes presentations to community, school and other groups on public information issues impacting the District and its customers. Serves as a liaison and represents the District at meetings with community and industry groups.
- Prepares and manages contracts for consultants and vendors providing conservation and communications services.
- Participates in the preparation and administration of the District budget for assigned area; submits budget recommendations and monitors expenses.
- Supervises, plans, organizes, coordinates, directs or conducts administrative work relating to the District's Water Conservation Program activities.
- Coordinates all District public relations information for conservation as well as maintains District conservation website pages.
- Plans, coordinates and staffs special events, workshops and professional seminars; makes presentations to community groups, schools, and other groups; Relating to water conservation; coordinates and participates in water awareness demonstrations.
- Oversees the development of appropriate environmental documents to achieve environmental compliance for District capital projects and maintenance activities.
- Prepares reports and presentations using sound judgment based on knowledge and expertise of environmental regulations and programs.
- Ensures regular attendance at work site. Participates in District safety meetings.
- Performs other related duties as assigned.

### **Qualifications**

#### ***Knowledge of:***

- Principles and practices of communications, outreach, marketing and community relations.
- Principles and practices of program development and administration.
- Principles and practices of public relations and public information.
- Principles, practices and methods of conservation programs.
- Basic functions and authorities of public agencies and special districts, including the role and responsibilities of a public governing board.
- Modern office procedures, methods and equipment including computers.
- Principles of business letter writing and basic report preparation.
- Pertinent Federal, State, and local laws, codes and regulations.
- Legislative activity, especially in California.
- Principles and practices of public speaking.

***Ability to:***

- Plan, research, organize, administer, coordinate, implement, review, and evaluate a public information and community affairs program.
- Research, assemble, and document data applicable to water resources, environmental, and conservation programs.
- Develop and implement goals, objectives, policies, procedures, work standards, and internal controls for the division.
- Identify and implement effective course of action to complete assigned work.
- Interpret, apply, and explain complex laws, codes, regulations, and ordinances. Effectively represent the division and the District in meetings with governmental agencies, professional, and regulatory, and legislative organizations.
- Research, analyze, and evaluate new service delivery methods, procedures, and techniques.
- Make sound, independent decisions in day-to-day activities and in emergency situations.
- Plan, research, organize, coordinate, and implement a variety of public information, media, and legislative related activities and programs.
- Develop effective public and community outreach strategies and campaigns; work effectively with diverse groups of different ages and various socio-economic backgrounds; listen to and discuss problems and complaints tactfully.
- Conduct complex research projects, evaluate alternatives, make sound recommendations, and prepare effective technical staff reports.
- Coordinate conservation programs effectively with public and private agencies.
- Conduct research and make sound analyses relating to policy and program recommendations.
- Prepare clear, concise and accurate reports and other written materials.
- Interpret and apply applicable laws, regulations, policies and procedures.
- Develop and maintain accurate records and files.
- Communicate clearly and concisely, both orally and in writing.
- Operate standard office equipment, personal computers, Internet, and Microsoft Office.

**Minimum Qualifications**

Any combination of experience and training that would likely provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:

***Education:***

A bachelor's degree in communications, marketing, journalism, public relations or related field from an accredited four-year college or university. Also, a Master's degree in Marketing, Communications, Public Relations, Public Administration or Business Administration is required.

Public Information Officer (PIO) Institute certification from the California Association of Public Information Officials (CAPIO) (or a similar professional organization) is desirable.

**Experience:**

A minimum of ten (10) years increasingly responsible corporate communications, media relations, public relations, community relations, marketing, journalism or related experience within the most recent ten years, including two years of management and supervision of professional and technical staff is desirable.

**Necessary Special Requirements**

Must possess an appropriate and valid Class "C" Driver's License issued by the California State Department of Motor Vehicles, and a good driving record.

**Physical Tasks and Environmental Conditions**

The physical demands described below are representative of those that must be met by an employee to successfully perform the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions on a case-by-case basis.

While performing the duties of this classification, an incumbent is regularly required to use hands and fingers to handle or feel. The employee is frequently required to talk, hear, taste or smell, and to sit and reach with hands and arms. The employee is occasionally required to stand, walk, climb or balance and stoop, kneel, crouch or crawl. The employee must regularly lift and/or move up to ten (10) pounds, frequently lift and/or move up to twenty-five (25) pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception and ability to adjust focus.

**Article 3.306**

Advancement in salary is not automatic. It should be considered a reward for meritorious service. The General Manager may authorize the advancement of an employee who has performed twelve (12) months continuous satisfactory service.

An employee who furthers his/her knowledge in the field or employment may become eligible for consideration of a salary review by the General Manager. The General manager may authorize reimbursement to the employee for cost of tuition, registration fees, required text books, certification costs and other related charges upon proof of receiving a passing grade, and /or certificate, whichever may be appropriate or both.