

**RANCHO CALIFORNIA WATER DISTRICT
POSITION DESCRIPTION**

DATE: July 1, 2022

POSITION TITLE: **PUBLIC AFFAIRS MANAGER**

GRADE LEVEL: M27

SUPERVISOR TITLE: General Manager

FLSA STATUS: Exempt Non-Exempt At-Will

BARGAINING UNIT: RCWDEA RCWD MPCEA












DEFINITION

Under general supervision, plans, organizes, directs and implements comprehensive District-wide public information, state and legislative representation and policy development, education and internal communication. This position participates in representing the District on public and media relations matters; serves as chief spokesman for the District on legislative, regulatory policy and governmental relations issues

CLASS CHARACTERISTICS

This is a middle management level classification with responsibility for managing and integrating District-wide initiatives designed to maintain and enhance the image of the District. This position is responsible for managing a wide variety of functions, programs and staff engaged in the District's public information, education, internal communication, and legislative programs. Positions assigned to this level independently perform highly complex tasks, serves as a liaison between the District and designated agencies; represents the District in meetings with other public agencies, elected and appointed governmental officials, community and industry groups and the media; and performs related duties as assigned. This job classification is represented by the Rancho California Water District Managers Professional Confidential Employees Association (RCWD MPCEA) bargaining unit

EXAMPLES OF DUTIES (Duties may include, but are not limited to the following):

-  Oversee the development and implementation of District-wide communications program including customer outreach, stakeholder development programs, strategic initiatives, legislative affairs and media relations to meet District goals and objectives
-  Provide strategic guidance to Executive Managers, Board members, and other departments on complex media relations and related matters
-  Coordinate the development of position papers and public testimony; develop and implement external/internal communications, planning, messaging, and strategy
-  Direct the development of customer and public relations collateral including news releases, media clips, public service announcements, fact sheets, newsletters, outreach campaign materials, educational initiatives and related communication materials created and executed by both staff and consultants
-  Plan and evaluate the performance of assigned staff and manage professional service contracts and consultants
-  Manage a business plan for government relations that identifies threats and opportunities to the District with regard to federal, state and local government regulation and oversight
-  Advise District management staff in matters related to public relations and information
-  Provide oversight to the District's legislative advocacy and related activities; oversee the analysis of proposed local, state, and federal law and regulations for their impact on the District
-  Review, track, analyze and interpret proposed federal, state and local legislation which could affect District programs and financial operations; coordinate staff reviews and responses to proposed legislation
-  Develop and direct the implementation of goals, objectives, policies and standards for the Public Information Department; coordinate and assist with meetings of the District Planning and Administration Committee; draft legislative summaries, position papers, policy principles, correspondence and testimony; propose revisions to legislation and regulation consistent with the District's interests; recommend District positions on legislation and action to achieve desired legislative results
-  Coordinate appointments with targeted local, state and federal legislative representative and their senior staff members on a periodic basis
-  Identify and recommend revisions to legislation to eliminate adverse consequences to the District
-  Develop, recommend, administer, and monitor the water education, legislative, and public information program budgets
-  Facilitate resolution of problems, concerns or complaints between residents and District staff and officials

- ✎ Effectively work with various community based organizations, neighborhood groups, civic groups, service clubs, schools, youth organizations and other groups to maintain open lines of communication between the District and individuals from various stakeholder groups
- ✎ Perform related duties as assigned

QUALIFICATIONS

Knowledge of:

- ✎ Extensive principles, methods, and practices applies in design and implementation of public affairs, community engagement, public information, marketing, outreach, and communication
- ✎ Policies, principles, and practices and methods for developing and administering a comprehensive community affairs program and its application to water, wastewater, and resource management
- ✎ Contemporary issues affecting local government and the community
- ✎ Relevant federal state and local programs and related laws, policies and procedures
- ✎ Resources available to members of the communities served
- ✎ Management of group dynamics and meeting facilitation techniques and methods
- ✎ Principles, methods and practices applied in design and implementation of one or more of the public affairs programs, including: government relations, community relations and CIP outreach, media relations and graphic services
- ✎ Strong written and verbal communications skills, methods and techniques of journalistic writing, proofreading and editing; correct English usage, including spelling, grammar and punctuation
- ✎ Verbal and PowerPoint presentation skills; techniques of graphic design, print production; website management
- ✎ Strategies for building relationships with local, state and federal public officials and organizations, business, industry and community leaders, media executives, editorial staff and reporters; special event planning; intranet and internet tools; and contract administration

Ability to:

- ✎ Organize, prioritize and work on simultaneous assignments with attention to schedules and deadlines
- ✎ Make effective and engaging oral presentations clearly, logically and persuasively
- ✎ Operate standard office equipment including a personal computer
- ✎ Deliver messaging and engage audiences
- ✎ Exercise independent judgment and function effectively in a variety of difficult situations

- ✎ Offer helpful information in order to create a favorable public image for the District
- ✎ Comply with the District's safety, health and environmental policies
- ✎ Effectively plan, direct, manage and coordinate projects
- ✎ Provide clear direction to others
- ✎ Properly interpret and make decisions in accordance with laws, regulations and policies
- ✎ Demonstrate initiative and resourcefulness
- ✎ Exercise independent judgment and work with a minimum of supervision
- ✎ Effectively sustain frequent contact with a wide variety of people
- ✎ Analyze situations accurately and recommend an effective course of action
- ✎ Understand and relate to the needs of members of the community and professional groups
- ✎ Establish and maintain effective working relationships with employees of the District and other government and community agencies
- ✎ Learn the organization, policies, procedures and operating details of the District

SELECTION GUIDELINES

The appropriate knowledge, skills and abilities can be achieved through a variety of combinations of experience and training. A typical example is:

Experience: Five (5) years of performing professional level public relations and/or instructional duties. Five (5) or more years of progressively responsible experience in the capacity of an Administrative Analyst or equivalent job classification performing community outreach, public relations, government relations or legislative analyst work

Training: Equivalent to the completion of a bachelor's degree from an accredited college or university with major coursework in business, public administration, communication, marketing or related field

Licenses and Certificates:

- ✎ Valid California driver's license, required

PHYSICAL REQUIREMENTS/WORKING CONDITIONS

The essential functions of this position will require the employee to perform the following physical activities:

- ✎ Communicate verbally with District management, co-workers and the public in face-to-face, one-on-one and group settings

- ✎ Regularly use a telephone for communication
- ✎ Use office equipment such as a personal computer, copier and fax machine
- ✎ Sit for extended time periods
- ✎ Hearing and vision within normal ranges
- ✎ Carry, push, reach and lift up to 20 lbs. routinely
- ✎ Reach at above shoulder heights (5%); at shoulder height (5%); below shoulder height (90%)
- ✎ Travel as requested by airplane and automobile in conducting District business
- ✎ Occasionally stoop, kneel or crouch
- ✎ Sufficient manual dexterity to operate equipment
- ✎ Traffic hazards

OTHER REQUIREMENTS

This position is classified as exempt from state and federal overtime pay provisions, because the duties and responsibilities meet the requirements for exemption under the Fair Labor Standards Act. The position will be required to work varying hours, weekends and holidays as the day-to-day job duties may require

_____	_____
Employee Signature	Date
_____	_____
Supervisor/Manager Signature	Date