

**RANCHO CALIFORNIA WATER DISTRICT  
POSITION DESCRIPTION**

**DATE:** July 1, 2022

**POSITION TITLE:** **SENIOR GOVERNMENT AND PUBLIC AFFAIRS  
MANAGER**

**SUPERVISOR TITLE:** General Manager

**FLSA STATUS:**  Exempt     Non-Exempt     At-Will

**BARGAINING UNIT:**     RCWDEA     RCWD MPCEA     Unrepresented

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**DEFINITION**

Under general supervision, plans, organizes, directs all activities of the government and public affairs division, including public information, community relations, governmental affairs, legislative and regulatory affairs, and education programs. This position serves as chief spokesperson for the District on legislative, regulatory policy and governmental and public relations issues.

**CLASS CHARACTERISTICS**

This is a management level classification with responsibility for directing and integrating District-wide initiatives and the implementation of the District's strategic legislative plan and communication plan. The incumbent represents the District with the media and stakeholders, and provides guidance to executives, management, Board members and consultants regarding media relations, legislative, and community engagement matters. The incumbent is accountable for accomplishing departmental planning and operational goals and objectives, and for furthering District goals and objectives.

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 performs related duties as assigned. This is an at-will job classification and 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 implementation of the District's strategic legislative and communications plan and manage the design and development of supporting materials, deadlines and production schedules to carry out program responsibilities
- ✎ Provide strategic guidance to Executive Managers, Board members, and other departments on all governmental and legislative related matters; coordinate the development of position papers and public testimony
- ✎ Administer the development of customer and public relations collateral including social media, news releases, media clips, videos, PSAs, fact sheets, newsletters, website content, outreach campaign materials, education initiative and related communication materials; maintain media –relations and relationships with legislators and their staff
- ✎ Oversee the development, marketing, and implementation of the District's school education and water use efficiency programs
- ✎ Plan, organize, control, integrate, and evaluate the work of assigned staff
- ✎ 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
- ✎ 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; develop position papers based on legislative priorities
- ✎ Coordinate public awareness, information, community involvement, emergency and internal communication and legislative impact analysis to customers and stakeholders
- ✎ 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
- ✎ Stay up-to-date with grant opportunities available to the District and coordinate the writing, submission, and follow-up of grant applications
- ✎ Prepare clear, thoughtful, concise and accurate analysis
- ✎ Develop and implement the goals, objectives, policies and standards for the District; 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

- ✎ Represent and maintain vital professional relationships with the District lobbyists, industry groups, public bodies, member/partnering/related agency staff, stakeholders, and elected officials
- ✎ Identify and recommend revisions to legislation to eliminate adverse consequences to the District; draft legislative testimony consistent with the District's interests
- ✎ Develop, recommend, administer and monitor the department budget
- ✎ 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
- ✎ Attend and participate in professional group meetings, stay abreast of new developments within the field of communications; and maintain awareness of, analyze and interpret federal, state, and local regulations
- ✎ Perform related duties as assigned

## **QUALIFICATIONS**

### **Knowledge of:**

- ✎ Organizational and management practices
- ✎ Principles and practices of leadership
- ✎ Operations, policies, procedures, and practices of legislature and Congress as they relate to the District's customers and appropriate public outreach
- ✎ Principles, practices and techniques of public information and public relations programs
- ✎ 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 programs, including: government relations, community relations and legislative analysis
- ✎ 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:**

- ✎ Select and supervise staff, provide training and development opportunities, ensure work is performed effectively, and evaluate performance
- ✎ Provide administrative leadership and direction for the assigned division
- ✎ Organize, prioritize and work on simultaneous assignments with attention to schedules and deadlines
- ✎ Make effective and engaging oral presentations clearly, logically and persuasively
- ✎ 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:** Seven (7) years of performing progressively responsible community and public relations, public information, and governmental relations and/or legislative experience.

**Training:** Equivalent to the completion of a bachelor's degree from an accredited college or university with major coursework in business,

public administration, communication, public relations, political science 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
- ✎ Regular attendance

**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