



DIRECTOR OF PUBLIC AFFAIRS AND CONSERVATION

Range: 74 (Exempt)
Salary:

Management

JOB DEFINITION: Performs a variety of complex professional and administrative activities in conjunction with Agency related public affairs, conservation, and legislative issues and programs;

SUPERVISOR: General Manager

EXAMPLE OF DUTIES:

- Oversees and manages the development of public awareness, conservation programs, education, and other community involvement programs.
- Establishes positive relationships with key media, business, civic and community leaders, and serves as Agency spokesperson between the Agency and designated public agencies, community and industry groups and the media.
- Explores avenues to enhance the Agency's reputation as a regional and industry leader.
- Oversees responses to media inquiries or requests for interviews, press releases, public service announcements, and effective media relations.
- Oversees the coordination and assistance with other departments with announcements and public information materials.
- Manages the Agency's state and federal lobbyists, including procurement, contracting and quality assurance.
- Oversees and facilitates two-way communication between the Agency and the community.
- Oversees community outreach and education regarding rate adjustments and other sensitive issues.
- Manages internal communication and furthers the Agency's image as an exemplary employer.
- Attends general community and professional public forums and statewide meetings to speak on behalf of the Agency regarding Agency projects and programs.
- Communicates with the General Manager and Board of Directors regarding issues that affect the Agency's community relations, public image, and legislative issues.
- Oversees the Agency's facilities tour programs and acts as a tour guide for special tour groups like legislators and community leaders.
- Oversees the planning, development, and coordination of Conservation program responsibilities.
- Oversees the production of Agency's Annual Water Quality report and other publications.
- Oversees the administration of the Agency's website, management of the Agency's social media presence, and Agency branding.
- Monitors relevant legislation and makes recommendations for policy changes to meet any new requirements.

- In coordination with the General Manager and lobbyists, develops and administers a Legislative and Regulatory Policy Platform.
- Guides regional collaboration on education, communication, conservation, legislation, and regulation.
- Provides highly responsible and complex support to the General Manager and Assistant General Manager related to communications, conservation, and legislative issues.
- Assists with strategic plan development and implementation.
- Oversees budgets for public affairs, conservation, legislative affairs, and other strategic initiatives, as assigned.
- Advocates the Agency's adopted positions on technical and strategic items to all levels of audiences.
- With Board guidance, develops and analyzes policies, program goals and performance measures.
- In collaboration with the Executive Management team, oversees grant funding strategy.
- Performs related duties as assigned by the General Manager.

QUALIFICATIONS:

Schooling and Certification(s): Graduation from an accredited four-year college or university with major coursework in public relations, journalism, communications, civil or environmental engineering, planning or a closely related field. A master's degree is desirable.

Experience: Minimum of five years of progressively responsible professional experience in public affairs or conservation, including four years supervisory experience or an equivalent combination of training and experience likely to provide the desired knowledge and ability.

License(s): Possession of a valid Class C drivers' license issued by the California Department of Motor Vehicles appropriate for the use of Agency vehicles required in the fulfillment of the job duties for this position, with an acceptable driving record.

Knowledge of: Principles, methods and practices applied in design and implementation of public relations, community affairs and advertising programs; methods and techniques of writing; marketing; methods and practices of effective representation of Agency interests before elected bodies and officials; principles and practices of sound business communication; strong command of written and verbal language; principles, methods and techniques of branding and design; conservation program best management practices; water loss principles; and programs commonly used in the water utility industry.

Ability: Work independently with little direction; develop and effectively present strategic guidance for the Assistant General Manager, General Manager and Board of Directors; understand and effectively carry out general oral and written instructions; give understandable oral and written instructions; instruct, train and supervise personnel in outreach, conservation, and legislative functions; direct staff toward the achievement of given objectives; analyze work activities and operational problems and make logical recommendations for resolution; prepare and review comprehensive, technical reports; operate a computer using word processing, desktop publishing and other standard writing and graphics software; communicate clearly and concisely, orally and in writing; apply writing style and techniques appropriate for differing business and journalistic/public relations purposes; edit written materials; interpret information and situations and make recommendations in accordance with applicable policies, regulations and guidelines; maintain effective relationships with those encountered in the course of the work, including the media; exercise sound judgment within established guidelines; maintain accurate files and records; establish and maintain cooperative relationships with other employees, officials and the general public.

PHYSICAL REQUIREMENTS:

Climbing: yes no **Frequency:** Continual Often Infrequently Never

Examples: Going up and down ladders, stepping stools, stairs

Bending: yes no **Frequency:** Continual Often Infrequently Never

Examples: Picking up boxes, normal office range of motion

Lifting: yes no **Frequency:** Continual Often Infrequently Never

Examples: Lifting boxes, audiovisual equipment, presentation material, etc.

Sedentary/sitting: yes no **Frequency:** Continual Often Infrequently Never

Examples: Driving or riding in vehicles, sitting at desk

Standing: yes no **Frequency:** Continual Often Infrequently Never

Examples: Standing on carpet, pavement, concrete in Agency facilities

Repetitive motion: yes no **Frequency:** Continual Often Infrequently Never

Examples: Operation of computer keyboard, writing, etc.

WORK ENVIRONMENT:

Generally, the duties to be performed by the Director of Public Affairs and Conservation will be within the Operations Center or other places of business, including schools, auditoriums, and clubs, or, on occasion, outdoor speaking engagements.

Within the Operations center, there is both overhead lighting and natural light from windows. There is a music/paging system which is on and operating throughout the workday. There are a few pieces of office equipment that operate within the confines of the work areas, including, but not limited to: telephones, computers, computer printers, etc.

The working hours of the Director of Public Affairs and Conservation may be traditional Agency office hours of 8:00 am to 5:00 pm; or may be a 9-80 work schedule with every other Friday off; however, due to the nature of the position, the incumbent will be required to travel to different locations both locally and out-of-town, and will occasionally be required to participate in speaking engagements that will likely take place before or after regular Agency hours, or on weekends.

I have reviewed this Job Description with my Supervisor and received a copy.

Employee Signature

Date

Supervisor Signature

Date

The specific statements shown in each section of this job description are not intended to be all-inclusive. They represent typical elements and criteria necessary to successfully perform the job.