



## **PUBLIC AFFAIRS MANAGER**

**Range: 61 (Exempt)**  
**Salary:**

**JOB DEFINITION:** Under direction, performs a variety of professional and administrative activities in conjunction with Agency related public affairs, legislative, and community involvement programs; may serve as liaison between the Agency and other public agencies, schools, community and industry groups; acts as public information officer and facilitates media relations; guides the creation, development, distribution and presentation of a wide variety of materials and information; assists with the coordination of Agency departmental public outreach; may assist with research and securing grant funding; assists with Agency branding; monitors relevant legislation and regulations; and performs related duties as assigned by the Director of Public Affairs and Water Planning or General Manager.

**SUPERVISOR:** Director of Public Affairs and Water Planning, or if vacant, General Manager

### **DISTINGUISHED FROM LOWER RANGE POSITION(S):**

This position is a supervisory level position.

### **EXAMPLE OF DUTIES:**

Performs skilled, professional duties in the development of public awareness, information and other community involvement programs, as well as internal communications activities; as directed, takes proactive steps to establish positive relationships with key media, business, civic and community leaders, and may serve as liaison between the Agency and designated public agencies, community and industry groups and the media, as directed; may represent the Agency in professional associations; manages responses to media inquiries or requests for interviews, ranging from the routine to highly sensitive issues and incidents; prepares news releases and public service announcements with corresponding photographs and graphics; as directed, establishes and maintains effective media relations; coordinates and assists other departments in the preparation of announcements and public information materials; conducts background research to write articles, writes and edits copy; assists with the two-way communication between the Agency and the community; provides community outreach and education regarding rate adjustments; assists other Agency staff with the formulation of methods and approaches for addressing community and agency concerns; as directed, is the Agency's representative at meetings with local citizens, public groups and developers to ensure that concerns and needs are responded to; oversees or conducts background research to write articles, writes and edits copy; coordinates with media; guides public awareness information or community involvement programs, or internal communication projects, publications and Agency-related events, and with the designs and development of supporting materials; as directed, attends general community and professional public forums and statewide meetings in order to speak on behalf of the Agency with regard to public information, Agency projects and programs and answer related questions; conducts internal and external surveys, analyzes data and provides

recommendations related to results; as directed, arranges for and conducts tours; manages the development, design, and coordination of a variety of printed and audiovisual materials for technical reports, correspondence, flyers, brochures, newsletters, videos, PowerPoint presentations, fact sheets, bill inserts, overlays, charts and other printed/graphic materials, etc.; manages the public relations budget annually and develops future budget recommendations; assists with the oversight of production, publication and mailing of Agency's Annual Water Quality report; assists with the administration of the Agency's website and assists in the development of content for the website; as directed, serves as primary administrator for Agency's social media activity; coordination and oversight of Agency grant writing; manages communications consultants, as needed; as directed, monitors and advances Agency regulatory and legislative priorities.

#### **QUALIFICATIONS:**

**Schooling and Certification(s):** Graduation from an accredited four-year college or university with major coursework in public relations, journalism, communications, or a closely related field.

**Experience:** A minimum of 5 years of progressively responsible professional experience including 2 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 for advertising, marketing and public relations; methods and practices of effective representation of Agency interests before elected bodies and officials; principles and practices of sound business communication; correct English usage, including spelling, grammar and punctuation; principles, methods and techniques of graphic design, layout and print production and photography; desktop publishing applications in the preparation of print and graphic materials; advertising and public relations industry practices and trends; basic principles and programs commonly used in the water utility industry; legislative and regulatory processes; intergovernmental relations.

**Ability:** Work independently with direction from upper management; understand and effectively carry out general oral and written instructions; give understandable oral and written instructions; instruct, train and supervise personnel in public information functions; direct departmental staff toward the achievement of given objectives; analyze work activities and operational problems and make logical recommendations for resolve; operate a computer using word processing, desktop publishing and other standard writing and graphics software; operate audiovisual equipment; communicate clearly and concisely, orally and in writing; apply writing

style and techniques appropriate for differing business and journalistic/public relations purposes; create effective graphic designs and creative approaches for use in public information and education programs; 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 Public Affairs Manager 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 several 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 Public Affairs Manager 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 be required to participate in speaking engagements that will likely take place before or after regular Agency hours, or on weekends.