



DIRECTOR OF PUBLIC AFFAIRS

Unrepresented Employee - Exempt

POSITION CHARACTERISTICS

To plan, organize, direct and review the activities and operations of the Public Affairs Department including community, governmental, and media relations education and conservation programs; District communications programs; to coordinate assigned activities with other departments and outside agencies; and to provide highly responsible and complex administrative support to Assistant General Managers and General Manager.

Supervision Received and Exercised

Receives administrative direction from the Assistant General Manager and other senior management.

Exercises direct supervision over assigned supervisory, professional, and clerical personnel.

Examples of Duties - Duties may include, but are not limited to, the following:

Develop, plan and implement department goals and objectives; recommend and administer policies and procedures.

Coordinate department activities with those of other departments and outside agencies and organizations; provide staff assistance to the general manager and board of directors; prepare and present staff reports and other necessary correspondence.

Direct, oversee and participate in the development and implementation of the Department's work plan; assign work activities, projects and programs; monitor work flow; review and evaluate work products, methods and procedures.

Manage District's media relations, community relations, publications, education and water conservation programs.

Manage the District's intergovernmental relations program, including legislative affairs and community relations activities; establish and maintain liaison with various elected official and community leaders; make presentations where directed to legislators/legislative staff and to legislative committees/boards.

Serve as principal District spokesperson with media representatives; manage and direct all media responses.

Coordinate with District legal counsel regarding requests for release of information under provisions of the California Public Records Act.

Direct and participate in the development and administration of the Public Affairs Department budget; direct the forecast of additional funds needed for staffing, equipment, materials and supplies; monitor and approve expenditures.

Select, train, motivate and evaluate personnel; provide or coordinate staff training; work with employees to correct deficiencies; implement discipline and termination procedures.

Represent the District to outside groups and organizations including formal presentations; participate in outside community and professional groups and committees; provide technical assistance as necessary.

Perform related duties as assigned.

Knowledge of:

Principles and practices of public relations and communications, including conduct of media relations relative to public agencies.

Legislative processes at the State and Federal level.

Pertinent local, State and Federal laws, rules and regulations.

Organizational and management practices as applied to the analysis and evaluation of programs, policies and operational needs.

Principles and practices of organization, administration and personnel management.

Principles and practices of budget preparation and administration.

Principles of supervision, training and performance evaluation.

Ability to:

Plan, direct, and control the administration and operations of the Public Affairs Department.

On a continuous basis, analyze budget and technical reports; interpret and evaluate staff reports; know laws, regulations and codes; observe performance and evaluate staff; exercise independent judgment problem solve department related issues;; and explain and interpret policy.

Analyze problems, identify alternative solutions, project consequences of proposed actions and implement recommendations in support of goals.

Interpret and apply District policies, procedures, rules and regulations.

Communicate clearly and concisely, both orally and in writing.

Supervise, train and evaluate assigned personnel.

Establish and maintain effective working relationships.

Education and Experience:

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

Education: Equivalent to a Bachelor's degree from an accredited college or university with major course work in business or public administration, political science, journalism, marketing, public relations or a related field.

Experience: Eight years of increasingly responsible experience in an administrative or staff capacity in a large private or public organization involving regular contact with elected/appointed officials and media representatives, and including three years of management responsibility.

Physical Demands:

Work is mainly performed in a normal office and meeting room environments. On occasion, the position requires the ability to travel on District business and to visit and inspect District facilities and projects that require traversing uneven or difficult terrain, in all types of weather conditions. The duties of the position require the ability to walk, observe, talk, listen, and operate a computer and telephone. Occasionally, work requires lifting or moving up to 15 pounds. Work hours are irregular and include evening meetings.

Other Requirements:

Possession of, or ability to obtain, a valid California driver's license.

Adopted: July 2, 1992
Retitled: July 4, 1994
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Revised: October 27, 2003

Approved _____ Human Resources and Risk Manager