



JULY 2018
FLSA: EXEMPT

COMMUNITY AFFAIRS MANAGER

DEFINITION

Under administrative direction, plans, organizes, and provides direction and oversight for comprehensive public information, water use efficiency and educational programs and activities, and directs and performs a variety of responsible administrative processes related to governmental and legislative activities for the District; provides highly responsible and complex administrative assistance to the General Manager in the areas of program evaluation, administrative research, and strategic planning; fosters cooperative working relationships with intergovernmental and regulatory agencies; and performs other duties as assigned.

SUPERVISION RECEIVED AND EXERCISED

Receives administrative direction from the General Manager. Exercises technical and functional direction over professional and/or clerical support staff.

CLASS CHARACTERISTICS

This is a mid-management classification that oversees and directs the day-to-day activities of the Community Affairs division, including activities related to public information, community education and outreach, customer and media relations, water conservation programs and water use efficiency programs and activities, and acts as liaison for the District in various meetings and committees to represent the District's interests and remain informed of current and proposed industry legislation. The work requires extensive public contact, the frequent use of tact, discretion, and independent judgment, knowledge of District activities, and the ability to conduct independent projects; and requires expertise in the technical aspects of water use and conservation, and in the development and oversight of water conservation and education programs.

EXAMPLES OF TYPICAL JOB FUNCTIONS (Illustrative Only)

Management reserves the right to add, modify, change, or rescind the work assignments of different positions and to make reasonable accommodations so that qualified employees can perform the essential functions of the job.

- Plans, manages, and oversees the functions, operations, and activities of the community affairs division, including the administration of all public information, community education and outreach, water conservation programs and water use efficiency activities, and coordination of governmental, interagency, and community activities to promote and foster mutually beneficial and cooperative relations between the District, the community, and other organizations.
- Manages and participates in the development and implementation of goals, objectives, policies and priorities for the division within District policy, recommends appropriate service and staffing levels; recommends, implements, and administers policies and procedures.
- Selects, trains and evaluates staff; implements discipline and termination procedures, and other personnel actions.
- Serves as a liaison and represents the General Manager and/or the District with outside agencies

including designated governmental agencies and other industry, professional, and community groups, committees, and organizations; negotiates and resolves sensitive and controversial issues; attends meetings, answers questions, and provides information on District programs and projects; works with other District staff to formulate methods and approaches for addressing community and agency concerns.

- Manages and participates in the development and administration of the division's annual budget; directs the forecast of additional funds for staffing, equipment, materials and supplies; monitors and approves expenditures; directs and implements adjustments as necessary.
- Participates in strategic planning for the District and sets goals for the division to support the strategic plan; develops policies, procedures, and protocols to implement District goals and objectives.
- Assists the General Manager in managing and implementing public policy and strategic initiatives involving regulatory, governmental, and other key stakeholders.
- Oversees the development of paper and electronic publications, and other outreach materials, including newsletters, general interest materials, brochures, and briefing booklets on specific issues; serves as editor for paper/electronic publications.
- Oversees the development and management of the District's image and brand, including website content and review of materials developed by other departments for public distribution and marketing programs, projects, and issues of importance to the District.
- Oversees the planning, implementation, and maintenance of the District's water use efficiency programs, promotions, and initiatives.
- Oversees the planning, implementation, and maintenance of the District's education programs, including school outreach and scholarship/grant programs.
- Attends and participates in professional group meetings; stays abreast of new trends and innovations in the field of public information and administration, community outreach, water conservation, and water policy issues.
- Receives inquiries and provides information to the public regarding a wide variety of topics and successfully communicates with a variety of news media.
- Prepares and directs the preparation of a variety of written correspondence, reports, procedures, and other written materials.
- Performs other duties as assigned.

QUALIFICATIONS

Knowledge of:

- Administrative principles and practices, including goal setting, program development, implementation and evaluation, project management, and supervision of staff.
- Principles, practices, and techniques used in the conduct of an effective public information and publicity program for a water district.
- Principles, practices, and procedures related to media relations, reporting, and news writing.
- Practices, theories, methods, and techniques of public policy development and public affairs.
- Practices, theories, methods, and techniques used in the design, administration, and evaluation of water use efficiency and conservation programs.
- Principles and practices of budget development, grant writing, administration, and accountability.
- Organizational practices as applied to the development, analysis, and evaluation of programs, policies, and operational needs of the division and the District.
- Practices of researching program issues, evaluating alternatives, making sound recommendations, and preparing and presenting effective staff reports.

- Recent and on-going developments, current literature, and sources of information related to public relations, water conservation, and water policy.
- Applicable federal and state laws, District regulations, codes, policies, and procedures.
- Record keeping principles and procedures.
- Modern office practices, methods, and computer equipment and applications related to the work.
- English usage, grammar, spelling, vocabulary, and punctuation.
- Techniques for effectively representing the District in contacts with governmental agencies, community groups, and various business, professional, educational, regulatory, and legislative organizations, and various media.
- Techniques for providing a high level of customer service by effectively dealing with the public, vendors, contractors, and District staff.

Ability to:

- Plan, research, organize, administer, coordinate, implement, review, and evaluate a public information and community affairs program.
- Research, assemble, and document data applicable to conservation programs.
- Train staff in work procedures; organize, assign, and evaluate the work of staff.
- Develop and implement goals, objectives, policies, procedures, work standards, and internal controls for the division.
- Identify and implement effective course of action to complete assigned work.
- Interpret, apply, and explain complex laws, codes, regulations, and ordinances.
- Prepare and administer complex budgets; allocate limited resources in a cost effective manner.
- Effectively represent the division and the District in meetings with governmental agencies, professional, and regulatory, and legislative organizations.
- Research, analyze, and evaluate new service delivery methods, procedures, and techniques.
- Make sound, independent decisions in day-to-day activities and in emergency situations.
- Plan, research, organize, coordinate, and implement a variety of public information, media, and legislative related activities and programs.
- Research, develop, write, and deliver accurate and effective communications.
- Develop effective public and community outreach strategies and campaigns; work effectively with diverse groups of different ages and various socio-economic backgrounds; listen to and discuss problems and complaints tactfully.
- Conduct complex research projects, evaluate alternatives, make sound recommendations, and prepare effective technical staff reports.
- Analyze, interpret, summarize, and present administrative and technical information and data in an effective manner.
- Prepare clear and concise reports, correspondence, policies, procedures, and other written materials.
- Make accurate arithmetic, financial, and statistical computations.
- Organize and prioritize a variety of projects and multiple tasks in an effective and timely manner; organize own work, set priorities, and meet critical time deadlines.
- Operate modern office equipment including computer equipment and specialized software applications programs.
- Use English effectively to communicate in person, over the telephone, and in writing.
- Use tact, initiative, prudence, and independent judgment within general policy, procedural, and legal guidelines.
- Establish, maintain, and foster positive and effective working relationships with those contacted in the course of the work.

Education and Experience:

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

Equivalent to graduation from an accredited four-year college or university with major course work in communications, public relations, marketing, business or public administration, or a related field, and five (5) years of increasingly responsible community and public relations, public information, conservation, or customer service experience, including progressively responsible professional experience involving the development and coordination of public affairs programs and at least three (3) years in a management or supervisory capacity.

Ability to speak and write in Spanish is desirable.

Licenses and Certifications:

- Possession of a valid California Class C driver's license.

PHYSICAL DEMANDS

Must possess mobility to work in a standard office setting and use standard office equipment, including a computer; to operate a motor vehicle and to visit various District and meeting sites; vision to read printed materials and a computer screen; and hearing and speech to communicate in person, before groups and over the telephone. This is primarily a sedentary office classification although standing in work areas and walking between work areas may be required. Finger dexterity is needed to access, enter and retrieve data using a computer keyboard, typewriter keyboard or calculator and to operate standard office equipment. Positions in this classification occasionally bend, stoop, kneel, reach, push and pull drawers open and closed to retrieve and file information. Employees must possess the ability to lift, carry, push, and pull materials and objects weighing up to 25 pounds.

ENVIRONMENTAL ELEMENTS

Employees work in an office environment with moderate noise levels, controlled temperature conditions and no direct exposure to potentially hazardous physical substances. Employees may interact with upset staff and/or public and private representatives in interpreting and enforcing departmental policies and procedures.