Job Description

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job.

Job title	Director of Public and Governmental Affairs

GENERAL PURPOSE

Under policy direction, manages the functions and services of the following divisions: Public and Governmental Affairs, Interagency Relations, and the education program; participates in representing the District on public and media relations matters; serves as chief spokesperson for the District on public affairs; and performs related duties, as assigned.

DISTINGUISHING CHARACTERISTICS

This is a department director classification that oversees, directs, and participates in all activities of the assigned functional areas, including short- and long-term planning as well as development and administration of departmental policies, procedures, and services. Successful performance of the work requires knowledge of public policy, District functions and activities, including the role of the District's Board of Directors, and the ability to develop, oversee, and implement projects and programs in a variety of areas. Responsibilities include coordinating the activities of the department with those of other departments and outside agencies and managing and overseeing the complex and varied functions of the department. The incumbent is accountable for accomplishing departmental planning and operational goals and objectives, and for furthering District goals and objectives within general policy guidelines.

SUPERVISION RECEIVED AND EXERCISED

Receives policy direction from the General Manager. Exercises direct supervision over supervisory, professional, technical, and administrative support staff through subordinate levels of supervision.

TYPICAL DUTIES AND RESPONSIBILITIES

The duties listed below are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to this position.

- Plans, organizes, controls, integrates, and evaluates the work of assigned departments; with subordinate leads and staff, develops, implements, and monitors

long-term plans, goals, and objectives focused on achieving the department's mission and assigned priorities; participates in the development of and monitors performance against the department's annual budget; manages and directs the development, implementation, and evaluation of plans, policies, systems, and procedures to achieve annual goals, objectives, and work standards.

- Provides leadership and works with supervisors and staff to ensure a high-performance, customer service-oriented work environment that supports achieving the department's and the District's mission, strategic plan, objectives, and values.
- Develops and directs the implementation of goals, objectives, policies, and standards for assigned departments; provides professional assistance to District management, District Board and committees and other departments on legislation, regulatory policy, public information, media relations, education, internal communication, customer satisfaction, and related matters.
- Directs the development of internal and external communications pieces and materials; directs the District's education programs; directs the development of "trade show" materials and displays.
- Monitors trends and developments in areas of responsibility; recommends and implements policy and procedure changes consistent with new requirements; directs research and analysis of District and customer needs within areas of responsibility, recommends appropriate actions and implements programs.
- Directs the development and administration of the annual budget for the department; directs the forecast of additional funds needed for staffing, equipment, materials, and supplies; directs the monitoring of and approves expenditures; directs and implements adjustments.
- Develops responses to customer complaints received directly or referred from other departments.
- Develops and maintains disaster preparedness plans for assigned areas of responsibility.
- Ensures staff observe and comply with all District and mandated safety rules, regulations, and protocols.
- Performs related duties as assigned.

Continuous Improvement Related Duties:

- Applies Continuous Improvement principles in the deployment of branch and department business plans, processes and performance measures, ensuring that they align with District's strategies and operational plans.
- Participates in organizational performance assessments and the system of continuous improvements and effectively integrates and evaluates the linkages between the District's key value creation and support processes and related key performance indices.
- Ensures effectiveness of the business processes undertaken by the division, department, or branch.
- Defines customer service segments being served and establishes processes to obtain feedback to improve performance.
- Develops, maintains, and utilizes departmental performance indicators in making decisions.
- Establishes performance criteria for assigned staff.
- Ensures a thorough understanding of the Strategic Planning Cycle with each individual's responsibility associated with the cycle.
- The incumbent, while exercising his/her authority, shall abide by and promote the District's values and beliefs and adhere to the District's ethics policy.

REQUIRED QUALIFICATIONS

Knowledge of:

- Principles and practices of employee supervision including work planning, assignment review and evaluation, discipline, and the training of staff in work procedures.
- Principles and practices of leadership.
- Organization and management practices as applied to the development, analysis, and evaluation of programs, policies, and operational needs of the assigned area of responsibility.
- Principles and techniques for working with groups and fostering effective team interaction to ensure teamwork is conducted smoothly.
- Advanced principles, practices, and methods of administrative, organizational, economic, and procedural analysis.
- Operations, policies, procedures, and practices of legislature and Congress as they relate to the District's customers and the appropriate public outreach.
- Principles, practices and techniques of public information and public relations programs.

- Methods and techniques for creating effective media and public relations materials, including news releases and clips, public service announcements, fact sheets, brochures and other materials.
- Industry trends and news agency practices as they apply to developing and carrying out public information/public relations programs.
- District functions and operations associated with governmental and management issues.
- Principles and practices of public administration including budgeting, purchasing, and maintenance of public records.
- Federal, state, and local laws, regulations, and court decisions applicable to assigned areas of responsibility.
- Organization and functions of a public board.
- District personnel policies and labor contract provisions, policies, and labor contract provisions.
- District and mandated safety rules, regulations, and protocols.
- Techniques for providing a high level of customer service by effectively dealing with the public, vendors, contractors, and District staff.
- The structure and content of the English language, including the meaning and spelling of words, rules of composition, and grammar.
- Modern equipment and communication tools used for business functions and program, project, and task coordination, including computers and software programs relevant to work performed.

Continuous Improvement Knowledge:

- The core values, concepts, and framework of continuous improvement criteria, including the principles of management by fact, and organizational and personal learning; the means of developing alignment between strategic goals and individual performance standards; practices of process mapping (control); practices of structured problem solving; the Strategic Planning Cycle and the various responsibilities within that cycle.

Ability to:

- Select and supervise staff, provide training and development opportunities, ensure work is performed effectively, and evaluate performance in an objective and positive manner.
- Develop and implement goals, objectives, practices, policies, procedures, and work standards.
- Provide administrative and professional leadership and direction for the Public and Governmental Affairs and Interagency Relations divisions and the District.
- Analyze and make sound recommendations on complex management and administrative issues, community and media relations, and public information.

- Generate interest and convey messages through the development of graphic representations and persuasive writing.
- Present proposals and recommendations clearly, logically, and persuasively in public meetings.
- Understand, interpret, and apply all pertinent laws, codes, regulations, policies, and procedures, and standards relevant to work performed.
- Effectively represent the department and the District in meetings with governmental agencies; community groups; various business, professional, and regulatory organizations; and in meetings with individuals.
- Independently organize work, set priorities, meet critical deadlines, and follow-up on assignments.
- Use tact, initiative, prudence, and independent judgment within general policy, procedural, and legal guidelines.
- Effectively use computer systems, software applications relevant to work performed, and modern business equipment to perform a variety of work tasks.
- Communicate clearly and concisely, both orally and in writing, using appropriate English grammar and syntax.
- Establish, maintain, and foster positive and effective working relationships with those contacted in the course of work.

Continuous Improvement Abilities:

- Develop a systems perspective for managing department operations and its key processes to achieve results; to use the seven continuous improvement categories and the core values as building blocks for department operations; define and explain key processes and process requirements within the department; develop and deploy strategic plan elements and key performance measures consistent with District goals; develop and maintain continuous improvement in all areas of operations; develop and monitor performance standards for all divisions within the department; ensure department goals and objectives are aligned with other departments, branches, and the District as a whole; track and monitor department performance; make sound decisions based on departmental performance indicators.

Experience:

Any combination of experience and education that provides the required knowledge and abilities is qualifying, along with the specific licenses/certifications as outlined below:

- Ten (10) years of progressively responsible community and public relations, public information, state and federal policy support experience including at least five(5) years of management-level experience directly supporting elected officials and executive management staff.

Education:

- Equivalent to a bachelor's degree from an accredited college or university with major coursework in marketing, public relations, communications, business or public administration or a related field.

Licenses/Certifications:

- A valid California Class C driver's license and the ability to maintain insurability under the District's Vehicle Insurance Policy.

PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by employees to successfully perform the essential functions of this class. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Must possess mobility to work in a standard office setting and use standard office equipment, including a computer; vision to read printed materials, a computer screen and operate a motor vehicle; and hearing and speech to communicate in person and over the telephone. This is primarily a sedentary office classification although standing in work areas, walking between work areas, and operating a motor vehicle to visit various District sites may be required. Finger dexterity is needed to access, enter, and retrieve data using a computer 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 up to 25 pounds.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this class. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

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

This job description has been reviewed and approved by all levels of management in cooperation with the union (if applicable):

Approved by:	*Board of Directors*
Date adopted:	*March 20, 2019*
Date modified:	
FLSA determination:	*Exempt*

Job Description Acknowledgment

I have received, reviewed and fully understand the job description for Director of Public and Governmental Affairs. I further understand that I am responsible for the satisfactory execution of the essential functions described therein, under any and all conditions as described.

Employee Name (print): _____ *Date:* _____

Employee Number: _____

Employee Signature: _____