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                        | Senior Public Affairs Program Manager |

GENERAL PURPOSE

Under general direction, supervises, plans, organizes, and performs a wide variety of media relations, public information, legislative activities and intergovernmental affairs, and water education assignments on behalf of the District; plans, assigns, supervises and evaluates the work and performance of assigned staff; serves as lead liaison between the District and other public agencies, local elected officials, ratepayer, community and industry groups, and the media; responsible for developing, planning, and implementing stakeholder outreach programs, and implementation of education programs on a variety of water related topics; manages community relations, campaign launches, and grassroots activities; provides responsible advice and counsel to the Director of Public and Governmental Affairs, and other District staff on media and community relations and legislative issues; supervises and may serve as events coordinator for special District events; and performs related duties, as assigned.

DISTINGUISHING CHARACTERISTICS

This class is distinguished from the lower class of Public Affairs Officer II in that it is a full first line supervisor. It can further be distinguished from the higher class of Director of Public and Governmental Affairs by that classification’s managerial and administrative responsibilities.

SUPERVISION RECEIVED AND EXERCISED

Receives general direction from the Director of Public and Governmental Affairs. Exercises direct supervision over assigned Public and Governmental Affairs staff.

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.
Participates in the selection, training, supervision and evaluation of assigned staff; participates in the establishment of performance requirements and personal development targets, and provides technical assistance and advice to assigned staff.

Inspects and evaluates work being performed to ensure District standards are met; identifies problem areas and directs remedial action.

Supervises, plans, and coordinates the work of lower-level staff; directs, assigns, monitors, and reviews work activities; determines work priorities; oversees quantity and quality of work performed and ensures adherence to established policies and procedures.

Serves as on-going liaison and represents the District with designated governmental agencies and other industry, professional, and community groups and organizations as well as executives and elected officials; 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; follow-up to ensure that concerns and needs have been addressed.

Manages the District’s public affairs initiatives including branding, video communications, annual media and communication planning, and outreach strategies, tour programs, business outreach initiatives, education, and other public affairs initiatives; writes, designs, and develops supporting materials.

Formulates communications strategies, key messages, and strategic deployment opportunities for addressing community and agency concerns; and assists departments in the preparation, messaging, design, and dissemination of print and digital public information materials.

Responds to complaints from the public on controversial issues related to District initiatives and operations; provides guidance to lower level staff for addressing complaints in their assigned areas.

Develops and oversees implementation of the District’s public awareness, information and community involvement programs that communicate information to public, stakeholder, and employee audiences about District programs, projects, services, and policies by communication tools such as news releases, reports, fact sheets, bill inserts, newsletters, talking points, speeches, presentations, videos, web-based content, and other print/graphic materials; and provides photography services as needed.

Manages the development, implementation, adaptation, and usage of the District’s electronic communication platforms, including maintaining business relationships with existing and potential contractors or vendors to ensure new or improved communication platforms integrate seamlessly into the District’s existing systems.

Manages the District’s online presence and serves as webmaster for the District’s public-facing site; develops inter- and intranet sites structures, access permissions,
design, and implementation of Content Management System (CMS) features and templates, testing, troubleshooting, and support including managing contracts and service-level agreements with vendors to ensure ongoing improvement of the website.

- Conducts background research to write articles, website content, and technical reports; writes and edits copy, establishes timelines and schedules, and coordinates with vendors as needed in the production and distribution of print/graphic materials; assists in the design and development of educational program materials.

- Drafts presentations and other materials for District officials and/or Board of Directors.

- Provides editing and proofreading support of digital and print written materials to ensure accordance with District brand standards and AP style.

- Develops and maintains contacts and relationships with and represents the District in meetings with the media, various community groups and organizations, business leaders, government representatives, and special interest groups to represent the District's interests on pertinent subjects, issues, and concerns and inform various stakeholders of District policies, programs, projects, and goals; answers inquiries from the public; explains District policies and programs to the news media, community groups, and others; fosters relationships with employees, Board members, and stakeholders to build trust and background knowledge.

- Participates in various organizations and projects as a representative of the District; collaborates with regional public affairs and communications professionals on regional public affairs campaigns and issues.

- Tracks District construction projects, determines community impacts, and sends letters of information to residents in impacted areas; respond to inquiries/complaints from the general public and works with various District departments and contractors to address and resolve these issues; host community outreach events including groundbreakings, project updates, and ribbon cuttings; provides guidance to lower level staff for representation within their assigned areas.

- Develops, coordinates, and analyzes survey data to identify perceptions, develops and applies performance metrics to ascertain the effectiveness of communication programs, and provides recommendations to senior staff.

- Participation in the development and administration of the departmental budget.

- Observes and complies with all District and mandated safety rules, regulations, and protocols.

- Performs related duties as assigned.
REQUIRED QUALIFICATIONS

Knowledge of:

- Principles of providing functional direction and training.
- Principles and practices of leadership.
- Principles and practices of implementing communication strategies consistent with District goals and objectives.
- Crisis communications strategies, planning and implementation.
- Principles and techniques for working with groups and fostering effective team interaction to ensure teamwork is conducted smoothly.
- Principles, techniques, and methods of public information, outreach, community relations, and strategic communications.
- Principles of writing, editing, proofreading, and printing/publishing written materials.
- Principles, methods, and practices applied in design and implementation of communications and advertising programs, including electronic marketing and communications.
- Methods and techniques of facilitating meetings and conducting presentations.
- Community demographics in the District’s service areas.
- Principles, methods, and techniques of graphic design, layout and print production, website development, and content management.
- Photographic techniques and the operation of camera equipment.
- Current issues and state laws related to water functions and policies sufficient to perform assigned function(s).
- Basic conservation principles and programs commonly used in other water utilities.
- 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.

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.
- Use tact, discretion and diplomacy in dealing with sensitive situations and concerned people and customers, both internal and external.
- Plan, organize, and coordinate the work of assigned staff.
Eastern Municipal Water District  
Job Title: Senior Public Affairs Program Manager  
Last Update: October 2019

- Effectively provide staff leadership and work direction.
- Assist in developing and implementing goals, objectives, practices, policies, procedures, and work standards.
- Implement comprehensive public information programs aligned with District priorities.
- Prepares and/or coordinates a variety of reports, correspondence, articles and graphic materials, education programs; consults with District staff to research and write technical information and reports for official District publications; writes and reviews press releases for media and articles for professional newsletters on topics related to District programs, facilities, and issues.
- Conduct complex research projects, evaluate alternatives, make sound recommendations, and prepare effective technical staff reports.
- Ensure consistent messaging on communication materials.
- Deliver presentations to community organizations and the general public.
- Establish and maintain a variety of filing, record keeping, and tracking systems.
- 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.
- Follow and apply written and oral work instructions.
- 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.

**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:*

- Five (5) years of progressively responsible professional experience with at least two (2) years in lead capacity directing the work of others involving the development and coordination of public affairs and/or communications programs and projects, including the development of media, branding, website content management and communication plans.
Education:

- Possession of a Bachelor’s degree from an accredited college or university with major coursework in public relations, communications, political science, marketing, journalism or a related field.

Licenses/Certifications:

- A valid California Class C driver's license and 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 to operate a motor vehicle and visit various District sites; and hearing and speech to communicate in person 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 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.

Employees are subject to weekend and/or rotating shifts and 24-hour call out.
This job description has been reviewed and approved by all levels of management in cooperation with the union (if applicable):

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<th>Approved by:</th>
<th>Board of Directors</th>
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<td>October 2, 2019</td>
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<td>Date modified:</td>
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<td>FLSA determination:</td>
<td>Exempt</td>
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**Job Description Acknowledgment**

I have received, reviewed and fully understand the job description for Senior Public Affairs Officer. 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:** ________________________________