

GOVERNMENT AND PUBLIC AFFAIRS MANAGER

*Class specifications are intended to present a descriptive list of the range of duties performed by employees in the class. Specifications are **not** intended to reflect all duties performed within the job.*

DEFINITION

Under policy and general direction from the Assistant General Manager. Directs all activities of the Government and Public Affairs Division, including public information, community relations, governmental affairs, legislative and regulatory affairs, water-use efficiency and education programs. Plans, organizes and implements comprehensive District communication, both for public outreach and legislative affairs. Represents the District on public and media relations and serves as the chief spokesperson for the District on public and legislative affairs, as needed. Performs related duties as assigned.

SUPERVISION RECEIVED AND EXERCISED

Receives direction from the Assistant General Manager. Exercises direct supervision over the Government and Public Affairs Supervisor, representatives and administrative staff.

ESSENTIAL FUNCTION STATEMENTS

Essential responsibilities and duties may include, but are not limited to, the following:

Essential Functions:

1. Provide highly responsible and professional assistance to the Assistant General Manager and other departments in the development of the District's government and public affairs programs.
2. Selects, trains, coaches and evaluates assigned personnel; provides and coordinates staff training; works with employees to motivate and develop skills and abilities; implements disciplinary processes if necessary. Prepare performance appraisals and interacts effectively and diplomatically in all areas of employee relations.
3. Coordinates public awareness, information, community involvement, internal communication and legislative impact analysis to customers and stakeholders. Oversee the design and development of supporting materials, deadlines and production schedules to carry out program responsibilities.
4. Develops and oversees the implementation of essential communications plans including the Communication Master Plan, Branding Guidelines, Crisis Communications Plan, and Social Media Plan.
5. Oversees the development and creation of graphic material, including flyers, brochures, newsletters, fact sheets, bill inserts, charts, and other print graphic materials. Directs in the development of content for the District's website and social media outlets.
6. Review, recommend position, monitor, analyze and comment on proposed state and federal legislation and regulatory changes that may affect the District. Included in this is the preparation of legislative summaries, position papers and policy principles on legislation and regulations.

Government and Public Affairs Manager (Continued)

7. Makes presentations to community, industry, school and other groups on Government and Public information issues affecting the District, its customers and stakeholders. Serve as a liaison and represents the District at meetings with community, industry, and advocacy groups. Arrange and attend meetings with legislators and their staff.
8. Support Executive Staff and Board of Directors with talking points, PowerPoint presentations, correspondence, and report preparation.
9. Oversees the preparation of news releases and public service announcements. Maintain media-relations and relationships with legislators and their staff.
10. Oversees the development, marketing and implementation of the District's school education and water-use efficiency programs.
11. Prepare a wide variety of correspondence, letters and memoranda in response to customer, stakeholder and legislator inquiries.
12. Prepare and manage contracts for consultants and vendors.
13. Prepare and present a variety of reports for oral and written presentation.
10. Participate in the preparation and administration of the District budget for assigned area; submit budget recommendations and monitor expenses on a monthly basis.
11. Perform related duties and responsibilities as required.
12. Regular attendance at worksite.

QUALIFICATIONS

Knowledge of:

Principles and practices of communications, marketing, social media, government and public affairs.

Principles and practices of program development and administration.

Principles of crisis communications.

Policies, procedures and practices of the state legislature and Congress as they relate to District interests.

Knowledge of other governmental agencies, their duties and relationship to the District.

Principles of modern water-use efficiency practices and regulations.

Principles and practices of leadership and management, including effective team interactions.

Methods and techniques for creating effective media and public relations materials, including news releases, public service announcements, fact sheets, brochures and other collateral material.

Industry trends and news agency practices as they apply to the development and carrying-out of public information programs.

Principles and practices of administration including, budgeting, purchasing, maintenance of public records, and the preparation of staff performance appraisals.

Modern office procedures, methods and equipment including computers.

Principles of business letter writing and basic report preparation.

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

Government and Public Affairs Manager (Continued)

Ability to:

Oversee and direct administrative operations, services and activities.

Develop and administer, district goals, objectives and procedures.

Prepare clear and concise administrative and financial reports.

Respond to requests and inquiries from the public.

Research, analyze, and evaluate new service delivery methods and techniques.

Interpret and apply Federal, State and local policies, laws and regulations.

Communicate clearly and concisely, both orally and in writing.

Establish and maintain effective working relationships with government agencies, legislative representatives, elected officials, industry representatives, District customers, the public, and District employees.

Represent the District, including its programs and policies, with the public, other agencies, statewide organizations, the media, elected officials and stakeholders.

Evaluate the work of staff and consultants to achieve the District's goals.

Give presentations and act as a liaison with governmental agencies, industry associations, businesses, civic groups, community associations, and media representatives. Represents the District at meetings, conferences and seminars.

Maintain effective audio-visual discrimination and perception needed for making observations, communicating with others, reading, writing and operating assigned equipment.

Maintain mental capacity, which allows the capability of making sound decisions and demonstrating intellectual capabilities.

Maintain physical condition appropriate to the performance of assigned duties and responsibilities.

EXPERIENCE & TRAINING GUIDELINES

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

Experience:

Five (5) to seven (7) years of professional experience in the coordination of government and public affairs, state and federal legislation, support of elected officials, policy programs that support executive management and elected officials in a government or public utility setting, two (2) years of which must be supervisory level experience.

Training:

Equivalent to a Bachelor's degree from an accredited college or university with major course work in communications, public relations, business or public administration or a related field. A Master's degree is desirable. Certification in emergency preparedness and/or emergency communications from the California Specialized Training Institute (or similar professional organization) is highly desirable.

License:

Possession of a valid Class C California driver's license and a satisfactory driving record.

PHYSICAL DEMANDS AND WORKING CONDITIONS

The physical and mental 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 job functions.

Environmental Conditions:

Standard office setting; frequent interaction with District staff and public.

Government and Public Affairs Manager (Continued)

Physical Conditions:

Incumbents require sufficient mobility to work in an office setting; stand and sit for prolonged periods of time; operate office equipment including computer keyboard; light lifting and carrying; ability to verbally communicate to exchange information; use of hands repetitively to operate, finger, handle or feel office equipment and reach with hands and arms. Employees are frequently required to stand and walk.

Mental Demands:

While performing the duties of this class, the employee is regularly required to use written and oral communication skills; read and interpret complex data, information and documents; analyze and solve problems; observe and interpret people and situations; use math and mathematical reasoning; learn and apply new information or skills; perform highly detailed work on multiple, concurrent tasks with constant interruptions; work under intensive and constantly changing deadlines and interact with those encountered in the course of work, some of whom may be demanding, dissatisfied, and or upset.

Vision:

See in the normal visual range with or without correction; vision sufficient to read computer screens and printed documents and to operate assigned equipment.

Hearing:

Hear in normal audio range with or without correction.

JOB STATUS: Exempt

DATE ADOPTED: June 25, 2019

Safety Sensitive Position