



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	Public Affairs Manager
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GENERAL PURPOSE

Under general administrative direction, manages, plans, organizes, directs, and implements EMWD’s overall communications and outreach programs such as media relations, community engagement, and education. Position plans, assigns, supervises and evaluates the work and performance of assigned staff; some assignments serve as lead liaison between EMWD and other public agencies, local elected officials, ratepayer, community and industry groups, and the media; provides responsible advice and counsel to the Director of Strategic Communications and Public Affairs, and other EMWD staff on media and community engagement issues; supervises and serves as events coordinator for special District events; and performs related duties, as assigned.

DISTINGUISHING CHARACTERISTICS

This is a management classification with responsibility for managing and integrating initiatives designed to maintain and enhance the image of EMWD. Incumbents in this classification are responsible for managing a wide variety of functions, programs, and staff engaged in EMWD’ public information, education, internal communication, and assists with legislative program, perform complex and diverse work while exercising independent judgment, strategic thinking, long-range planning, strong organization, a commitment to mentoring, coaching, leadership and crisis communication. The position encompasses significant decision-making responsibilities and interpretation of procedures and regulations. Assignments are given in terms of broad objectives and require the exercise of seasoned judgment and initiative. The incumbent will be expected to effectively integrate the perspectives and efforts of stakeholders and customers while also dealing with representatives of multiple organizations on sensitive, potentially contentious matters.

SUPERVISION RECEIVED AND EXERCISED

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

- Manages 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 EMWD 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 EMWD with designated governmental agencies and other industry, professional, and stakeholder organizations as well as executives and elected officials; attends meetings, answers questions, and provides information on EMWD programs and projects; works with other EMWD staff to formulate methods and approaches for addressing community and agency concerns; follow-up to ensure that concerns and needs have been addressed.
- Manages EMWD's public affairs initiatives including branding, video communications, annual media and communication planning, and outreach strategies, tour programs, business outreach initiatives, education, etc.; 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 EMWD initiatives and operations; prepares advocacy outreach materials for Governmental Affairs division; provides guidance to lower-level staff for addressing complaints in their assigned areas.
- Capable of resolving escalated issues requiring coordination with other departments and independent discretion.

- Develops and manages implementation of EMWD's strategic communications, public awareness, and community engagement programs that communicate information to public, stakeholder, and employee audiences about EMWD 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 EMWD'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 EMWD's existing systems.
- Manages EMWD's online presence and serves as webmaster for EMWD'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.
- Drafts presentations and other materials for EMWD officials and/or Board of Directors.
- Provides editing and proofreading support of digital and print materials to ensure accordance with EMWD brand standards and AP style.
- Develops and maintains contacts and relationships with and represents EMWD in meetings with the media, various stakeholder organizations, business leaders, government representatives, and special interest groups to represent EMWD's interests on pertinent subjects, issues, and concerns and inform various stakeholders of EMWD policies, programs, projects, and goals; answers inquiries from the public; explains EMWD policies and programs to the news media, stakeholders, 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 EMWD; collaborates with regional public affairs and communications professionals on regional public affairs campaigns and issues.
- Tracks EMWD 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 EMWD departments, contractors, or external organizations 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.
- Provides input to strategic decisions that affect the functional area of responsibility

- 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; submits budget recommendations, supports purchasing guidelines and processes, and monitors project expenditures.
- Observes and complies with all EMWD and mandated safety rules, regulations, and protocols.
- Organizes and coordinates deadlines and production schedules to carry out assigned programs.
- 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 EMWD 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 EMWD'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.
- EMWD 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 EMWD 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.
- State of California Standards for grades K-12 if assignment pertains to some programs.
- Principles, methods, and practices applied in design of educational curriculum and materials for use in school programs or outreach programs, if assignment pertains to these programs.

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.
- 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 EMWD priorities.
- Prepares and/or coordinates a variety of reports, correspondence, articles and graphic materials, education programs; consults with EMWD staff to research and write technical information and reports for official EMWD 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, including the department's project management system.
- Understand, interpret, and apply all pertinent laws, codes, regulations, policies, and procedures, and standards relevant to work performed.
- Effectively represent the department and EMWD 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 strategic 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, education, marketing, journalism or a related field, master's degree in related field highly desirable and may substitute for one year of experience.

Licenses/Certifications:

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

- Certification as a K - 12 teacher is highly desirable, for those assigned to educational program development.

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 EMWD 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 also work outdoors and are exposed to moderate to loud noise levels, cold and hot temperatures, and inclement weather conditions. 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.

Eastern Municipal Water District
Job Title: Public Affairs Manager
Last Update: January 2022

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

Approved by:	<i>Board of Directors</i>
Date adopted:	<i>October 2, 2019</i>
Date modified:	<i>January 2022</i>
FLSA determination:	<i>Exempt</i>

Job Description Acknowledgment

I have received, reviewed, and fully understand the job description for Public Affairs Manager. 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: _____