



## 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.*

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| <b>Job title</b> | Public Affairs Program Manager |
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### **GENERAL PURPOSE**

Under general direction, plans, organizes, and performs a wide variety of public affairs assignments on behalf of EMWD; plans, assigns, and contributes to the evaluation of the work and performance of consultants, interns and staff; serves as liaison between EMWD and other public agencies, local elected officials, ratepayer, community and industry groups, and the media; responsible for developing, planning, and implementing stakeholder outreach programs on a variety of industry topics; manages community relations, campaign launches, and grassroots activities; provides responsible advice and counsel to the Director of Strategic Communication and Public Affairs; serves in a lead capacity over designated consultants, interns and staff; and performs related duties, as assigned.

### **DISTINGUISHING CHARACTERISTICS**

This class is distinguished from the lower class of Public Affairs Officer II in that it requires lead capacity duties. It can further be distinguished from the higher class of Public Affairs Manager by that classification's direct supervisory and administrative responsibilities.

### **SUPERVISION RECEIVED AND EXERCISED**

Receives general direction from the Director of Strategic Communication and Public Affairs. Serves in a lead capacity over assigned consultants, interns, and 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 consultants, interns, and staff; participates in the establishment of performance requirements and personal development targets, and provides technical assistance and advice to assigned consultants, interns, and staff.
- Inspects and evaluates work being performed to ensure EMWD standards are met; identifies problem areas and recommends remedial action.

- 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 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 EMWD programs and projects; works with other EMWD staff to formulate methods and approaches for addressing community and agency concerns; follows-up to ensure that concerns and needs have been addressed.
- Manages EMWD's public affairs initiatives including social media, video communications, and Latino outreach and media relations, and other public affairs initiatives; writes, designs, and develops supporting materials.
- Helps to formulate 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; provides guidance to lower-level staff for addressing complaints in their assigned areas.
- Assists in the development and oversight of the implementation of EMWD's public awareness, information 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.
- Assists with managing the development, implementation, adaptation, and usage of EMWD's electronic communication platforms, including maintaining business relationships with existing and potential consultants, contractors or vendors to ensure new or improved communication platforms integrate seamlessly into EMWD's existing systems.
- Conducts background research to write articles, digital media 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 and video materials.
- Drafts presentations and other materials for EMWD officials and/or Board of Directors.
- Provides editing and proofreading support of digital and print written 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 community groups and 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 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 EMWD.
- Tracks EMWD construction projects, determines community impacts, and sends letters of information to residents in impacted areas; responds to inquiries/complaints from the general public and works with various EMWD departments and contractors to address and resolve these issues; hosts community outreach events including groundbreaking, 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.
- Participates in the development and administration of the departmental budget.
- Observes and complies with all EMWD 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 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 area.

- Principles, methods, and techniques of graphic design, layout and print production, and social media platform 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 water use efficiency 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, interns 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.

Ability to:

- Select and oversee staff work, provide constructive feedback, 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 EMWD programs, facilities, and issues.
- Conduct complex research projects, evaluate alternatives, and make sound recommendations.
- 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 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 involving the development and coordination of public affairs and/or communications programs and projects, including the development of media, branding, 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. A 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.

**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.

Eastern Municipal Water District  
Job Title: Public Affairs Program Manager  
Last Update: October 2023

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

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|----------------------------|-------------------------|
| <b>Approved by:</b>        |                         |
| <b>Date adopted:</b>       | <i>October 23, 2023</i> |
| <b>Date modified:</b>      |                         |
| <b>FLSA determination:</b> | <i>Exempt</i>           |

**Job Description Acknowledgment**

*I have received, reviewed and fully understand the job description for Public Affairs Program 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:* \_\_\_\_\_