



Manager of Public Outreach and Government Affairs

Department/Division:	Public Outreach and Government Affairs
Reports To:	General Manager
Provides Direction To:	Senior Public Outreach and Government Affairs Representative, Public Outreach and Government Affairs Representative II, Public Outreach and Government Affairs Representative I
FLSA Exemption Status:	Exempt
Date Prepared:	12/19/2024

GENERAL PURPOSE

Under minimal direction, the incumbent plans, organizes, and implements comprehensive District internal and external strategic communications, outreach, public and community relations, legislative affairs, district priorities, oversees conservation measures, and customer information initiatives.

Directs and participates in enhancing understanding of District policies, projects, procedures, and special projects with District customers, elected officials, legislators, and stakeholders. The incumbent represents the District with the media and stakeholders and provides guidance to executives, management, board members and consultants regarding media relations, legislative, and community engagement matters.

DISTINGUISHING CHARACTERISTICS

This single position class is responsible for directing and integrating District-wide initiatives designed to maintain and enhance the image of the District. Assignments are given in terms of broad objectives and assignments are broad in scope allowing for a high degree of administrative discretion in their execution, requiring the use of seasoned judgment. The incumbent will integrate the perspectives and efforts of internal stakeholders while also dealing with customers, stakeholders, media and represent potentially contentious matters.

Incumbents within the Manager of Public Outreach and Government Affairs classification report to the General Manager's Office taking direction from the General Manager and/or the Assistant General Manager. The incumbent directs the Public Outreach and Government Affairs staff.

ESSENTIAL FUNCTIONS

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 the class.

- Provides leadership and direction to staff ensuring a high-performance, customer-oriented environment that supports the District's strategic communications goals and the District's strategic plan, mission, and vision.
- Evaluates the work of assigned staff and public relations/advocacy consultants to achieve District goals.
- Oversees the development and implementation of District-wide internal and external communications programs in support of customer information campaigns, stakeholder outreach programs, government and media relations, legislative advocacy, and capital investment projects to meet District goals.
- Provides strategic guidance to executive managers, board members, and other department staff on customer communications, complex media relations, and related matters.
- Performs special analytical studies and prepares reports as directed by the General Manager.
- Oversees the coordination and assistance with other departments with announcements and public information materials.
- Oversees responses to media inquiries or requests for interviews, press releases, public service announcements, and effective media relations.
- Develops and manages legislative and policy advocacy programs and projects; monitors, tracks, and analyzes legislation affecting the district's programs, projects, and activities; communicates information and develops status reports for the Board and General Manager; in concert with the District Lobbyist, represents the district's position regarding legislation to special interests.
- Provides oversight of the District's legislative advocacy and related activities.
- Oversees the analysis of proposed local, State and Federal law and regulations for their impact on the District.
- Coordinates the development of potential local, State, and Federal law and regulations position papers and public testimony, sometimes in collaboration with local agencies with common interests.
- Develops, monitors, and implements the annual department budget.
- Establishes positive relationships with key media, business, civic and community leaders, and serves as Agency spokesperson between the Agency and designated public agencies, community and industry groups and the media.
- Oversees and manages the development of public awareness, conservation programs, education, and other community involvement programs
- Oversee the review and analysis of proposed federal, state, and local legislative, administrative, and regulatory actions that may impact the District.

- Track emerging legislation and regulations affecting the District; collaborate on regional programs; work with grants coordinator/personnel to secure external funding on behalf of the District
- Through subordinate staff, directs and advocates the Agency's position on current and proposed legislation; monitors current and proposed legislation; recommends positions and actions regarding current and proposed legislation to senior leadership and the Board of Directors.
- Through subordinate staff, directs and monitors State and Federal funding options available to the Agency; administers the grant solicitation process; assists grants coordinator/personnel with the implementation of awarded grants
- Prepares grant-related Board letters, updates and resolutions and other reports, presentations, and updates for Agency leadership, the WVWD Board of Directors, and partners as applicable.
- Monitors and evaluates assigned staff's performance and provides coaching for performance development.
- Manage, motivate, and develop all staff within the Public Outreach and Government Affairs department;
- Establishes methods for responding to complex community issues and measures the effectiveness of public outreach programs.
- Acts as a liaison to Elected Officials, District staff, lobbyists and designated agencies. The incumbent represents the District at local, State and national forums.
- Ensures proper and timely dissemination of information to the District Board, executive management, District staff, and community groups regarding any planned or emergency activities.
- Serves as liaison and District spokesperson with designated member agencies and related groups.
- Proactively builds positive relationships for District Board, General Manager, and Assistant General Manager with key community, civic and business leaders.
- Develops, coordinates, and interprets the results of customer surveys to identify perceptions, while measuring the effectiveness of community affairs programs and overseeing the District's comprehensive outreach programs.
- Continuously monitor and evaluate the efficiency and effectiveness of programs and procedures.
- Assess workloads, administrative support systems, and identify opportunities for improvement.
- Assists the General Manager's Office and the executive management team in the development, prioritization, communication, and implementation of Business Plan initiatives in support of the District mission and strategic plan.
- Explores avenues to enhance the Agency's reputation as a regional and industry leader.
- Monitors trends and developments in communications and related areas of responsibility.
- Maintain prompt and regular attendance.
- Performs other duties as assigned.

QUALIFICATION GUIDELINES

Knowledge of:

- Extensive knowledge of principles, methods and practices applied in design and implementation of public affairs, community engagement, public information, marketing, outreach, and communication. In addition to understanding policies, principles, practices, and methods for developing and administering a comprehensive community outreach program and their application to water and resources management.
- Knowledge of the legislative process, terminology, and influence points, as well as principles and practices of legislative research and analyses. Understanding the impact applicable federal, state, and regional laws, regulations and court decisions have on District finances and operations.
- Understanding of interrelationships of local, regional, and State governments.
- Awareness of community and special interest groups that have potential impact to the District's business, programs, or policies.
- Perform highly detailed work under changing, intensive deadlines on multiple concurrent tasks.
- Expertise in principles, techniques and practices of journalism and media relations for print and electronic media operations, news gathering, writing, and reporting.
- Use of successful leadership skills with the ability to inspire and influence with a high-level of energy, enthusiasm and creativity coupled with a positive attitude.
- Use of exceptional customer service and communication skills both verbally and in writing, with the ability to cultivate professional business partnerships and inspire team collaboration.
- The structure and content of the English language, including the meaning and spelling of words, rules of composition, and grammar;

Ability to:

- Communicate clearly and concisely, both orally and in writing, using appropriate English grammar and syntax;
- Exercise math and computer aptitude as required.
- Ability to deliver messaging and engage audiences.
- Work under pressure with frequent interruptions while communicating and interacting with a variety of District personnel, the public, and others encountered in the course of work.
- Explain, interpret, and apply related rules, regulations, policies, and procedures; and work on multiple concurrent assignments, often within tight timeframes using good business judgment is necessary.
- Ability to make effective and engaging oral presentations clearly, logically, and persuasively.
- Adherence to District personnel rules, policies, and labor contract provisions with the ability to exercise sound independent judgment within general policy guidelines.

Minimum Qualifications:

Any combination of education, training, and experience that would likely provide the knowledge, skills, and abilities to successfully perform in the position is qualifying. A typical combination includes:

Education: Bachelor's degree from an accredited college or university with a major in marketing, public relations, public administration, political science, or related field is required.

AND

Experience: Seven (7) years of progressive responsibilities in the development and coordination of communications, outreach, government relations, legislation, or related area. Minimum five (3) years management background. Master's degree in a related field may be substituted for one (1) year of experience.

Licenses, Certificates, Special Requirements:

Possession of a valid Class C California driver's license, acceptable driving record.

Desirable Licenses/Certifications:

Accreditation in Public Relations (APR) through the Public Relations Society of America (PRSA), California Association of Public Information Officials (CAPIO) or a similar organization.

In accordance with California Government Code Section 3100, West Valley Water District employees, in the event of a disaster, are considered disaster service workers and may be asked to protect the health, safety, lives, and property of the people of the State.

PHYSICAL DEMANDS AND ENVIRONMENTAL 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 functions.

Physical Demands

While performing the duties of this class, the employee is required to use repetitive motion for keyboard use and writing; frequently grasp, reach overhead, hold and reach; sit for long periods of time; occasionally walk, use staircases, stand, kneel, stoop and bend; occasionally lift and carry up to 25 pounds or 60 pounds with assistance; constantly use overall vision; and frequently hear and talk, in person and on the phone. Employees may be required to travel to other sites within the District.

Environmental Conditions

The employee primarily works in a temperature-controlled office environment subject to typical office noise and settings. Incumbents are expected to use principles of effective safety practices including the use of equipment in a proper and safe manner, use of preventative personal ergonomic techniques, and maintaining safe personal and common workspaces.

The employee occasionally drives a vehicle to attend off-site meetings and functions and is exposed to traffic and variable weather conditions.

THIS POSITION MAY BE ELIMINATED, OR THE DUTIES, QUALIFICATIONS AND TRAINING REQUIRED CHANGED BY THE BOARD OF DIRECTORS AND/OR THE GENERAL MANAGER, WHEN IN THEIR JUDGEMENT, IT IS CONSIDERED NECESSARY AND PROPER FOR THE EFFICIENT OPERATION OF THE DISTRICT.