

CASITAS MUNICIPAL WATER DISTRICT

JOB TITLE: Public Affairs/Resource Manager
REPORTS TO: General Manager
FSLA Status: Exempt
Position Type: Full-time, At-will
DATE: May 2018

DEFINITION

Under general supervision and direction of the General Manager, plans, organizes, directs and coordinates the District's water conservation activities and programs, public relations and media activities, and acts as the District's legislative liaison. Assignments are broad in scope, require the exercise of political acumen and allow for a high degree of administrative discretion in their execution..

ESSENTIAL FUNCTIONS:

Administrative:

- Perform related duties and responsibilities as required and assigned by the General Manager.
- In conjunction with the General Manager and other managers, assist in developing policy, strategic and long-range planning, and budgetary recommendations to the General Manager and the Board of Directors.
- Prepare correspondence on General Manager's behalf to external interests on varied matters.
- Prepare and present written reports and agreements on various district matters, as assigned.
- Represent District in meetings and conferences to ensure District interests are communicated on issues of concern to District.
- Manage special consultants and contracts as assigned.
- Provides direction and leadership to staff by conducting and coordinating employee training in the areas of team building, safety, and emergency preparedness.
- Perform special projects, assignments, and manage special consultants as assigned by the General Manager. Develop documents (such as request for proposals, scope of work, agreements, specialized analysis and reports, etc.) related to water issues, retaining consultants, and governmental reporting requirements.
- Directs and monitors State and Federal funding options available to the District; administers grant solicitation process; assists with the implementation of awarded grants.
- Interviews and recommends selection of employee candidates; provides direction and oversight of assigned personnel; establishes performance expectations and performance standards for staff; oversees plans and actions for employee development; prepares and conducts employee evaluations; conducts informal counseling on work issues; prepares documentation and improvement plans to address work performance problems/deficiencies, and recommends and implements approved disciplinary actions.

Public Affairs:

- Is the single point of contact for all public affairs and media relations and coordinates all

media requests. Prepares and distributes news releases and other media material. Serves in the role of the Public Information Officer.

- Serves as the liaison between the District and the media, business interests, community service organizations, local homeowner associations, and customer groups.
- Manage, prepare, and regularly update brochures, newsletters, and internet sites pertaining to District activities for distribution to the public, regional and local policymakers, and purveyor management.
- Present District programs, as assigned on behalf of the District, to the Board of Directors, public groups, and associations.

Water Conservation:

- Provides direction and leadership in the implementation of the District's water conservation programs, including but not limited to water conservation policies and practices (such as Water Allocation and Efficiency Program and Water Waste Ordinance); coordination of District's water use policies with that of the State and local water use policies; implementation of customer service programs and the water conservation Best Management Practices.
- Responsible for processing local and state surveys, questionnaires, and reports, and for development of documents and reports regarding water use, conservation, and related matters
- Actively promotes water awareness and conservation; coordinates activities with all customer classifications, water purveyors, schools, and other public and private organizations.
- Provides direction and leadership to staff in the implementation of the District's cross-connection control program.

Legislative Liaison:

- Serves as the liaison between the District and State and local political interests and representatives, tracking legislative actions, arranging and attending meetings with legislative representatives, and preparing letters regarding legislative action to advocate for the District's interests.
- Conducts research and analysis on legislative matters, resulting in recommendations to the General Manager and the Board of Directors.
- Monitor and evaluate on a continuing basis applicable pending legislative, regulatory and legal action at the federal, state and local levels.
- Coordinate with other agency legislative representatives and elected offices to promote District's legislative interests.

QUALIFICATIONS:

Knowledge of:

- Principles, techniques, and methods of project management;
- Principles, methods and practices applicable to the implementation of public information and relations, media, community outreach and education;
- District programs, services, policies and procedures; laws, practices, and requirements related to watershed management, water conservation, environmental protection, and documentation;
- Applicable federal and state laws, rules and regulations;
- Research methods and analysis techniques;

- Principles and practices of effective management and supervision;
- Current legislation pertaining to water, environmental issues, and the legislative process.
- Public and environmental concerns and issues related to water resource conservation.

Ability to:

- Develop and implement effective and innovative programs to achieve organizational goals and objectives including media and public relations, customer service, resources conservation, legislative, and community education and public involvement programs;
- Communicate and implement District's customer service ethic and standards;
- Provide needed leadership and direction to staff; effectively communicate the District's legislative position and gain needed support and assistance for District programs and policies;
- Organize work to meet deadlines; work with constantly changing priorities;
- Research and analyze documentation to derive sound recommendations;
- Communicate effectively, both orally and in writing;
- Supervise, manage, train and evaluate assigned staff;
- Make presentations to the public and media and testify authoritatively before public bodies;
- Work effectively with employees, peer departments, the General Manager and Board of Directors, outside private and public agencies and the community to meet the goals and objectives of the District;
- Use tact and diplomacy in dealing with sensitive and complex issues, situations and concerned people;
- Participate in and contribute to meetings and conferences with personnel of various professional and non-professional backgrounds to solve problem and reach agreements;
- Establish and maintain effective working relationships with all those encountered in the course of work.

Physical Activities: Primarily in an office setting, sitting for extended time periods. Travel by automobile in conducting District business. Communicate orally and in writing with District management, co-workers, and the public in face-to-face, one-to-one, and group settings. Regularly uses a telephone for communication; uses office equipment such as computer terminals, copiers, and FAX machines. May occasionally walk in uneven terrain in an outdoor environment.

Physical and Mental Requirements:

The physical and mental requirements 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 essential functions.

Physical:

- Requires sitting, standing, bending and reaching; talk or hear, in person, in meetings and by telephone.
- Requires manual dexterity and use of hands and fingers to handle and feel sufficient to operate a District vehicle, computers and standard office machines.
- Requires normal range of hearing. Specific vision abilities required by this job include close and distance vision and ability to adjust focus.
- Ability to lift and carry up to approximately up to 25 pounds.

Mental:

- Use written and oral communication skills; read and interpret complex data, information and documents.
- Require to analyze and solve problems.
- Required to observe and interpret people and situations.
- Required to use math and mathematical reasoning; learn and apply new information or skills.
- Required to perform highly detailed work on multiple, concurrent tasks with constant interruptions, under intensive deadlines.

Work Environment:

The employee works in an office environment where the noise level is usually quiet. The employee occasionally works in outdoor weather conditions.

The employee may be required to work irregular and extended hours, at night, on weekends and holidays and travel to various locations.

Experience and Training Guidelines:

Any combination of experience and education that would likely provide the required knowledge and abilities is qualifying.

Experience: Five years of increasing responsible management experience in a related field which included responsibilities for staffing, training, budgeting, program development and implementation, and which provided for significant public contact.

Education: Equivalent to a Bachelor degree from an accredited college or university with major course work in Business Administration, Communications, or similar field of study. A degree of Master of Public Administration is preferred.

Licenses or Certificates: Possession of an appropriate and valid California driver's license with a good driving record as evidenced by freedom from multiple or serious traffic violations or accidents for at least two years duration. Possession of an AWWA Grade I Cross-Connection Control Specialist Certificate and a Grade I Distribution Operator Certificate issued by the State of California within one year of appointment.

Date: _____ Employee Signature: _____