



COMMUNICATIONS AND PUBLIC AFFAIRS MANAGER

DEFINITION

Under direction of the General Manager, leads effective external and internal communications and directs the activities and operations in support of comprehensive communication, media relations, customer and community engagement, grants, and legislative affairs programs. The incumbent serves as the District's representative at local, regional and state meetings and events; provides advice, in support of the District's mission and the goals of the General Manager and Board of Directors. Provides support and strategic advisement to the General Manager in planning, directing and reviewing District programs, initiatives, and operations; supports the General Manager in ensuring consistent follow-through on Board-related requests; and coordinates cross-departmental responses to requests, when necessary. In response to immediate and emerging issues; acts as the District's primary media spokesperson.

DISTINGUISHING CHARACTERISTICS

This is a management level job class responsible for the planning, development and administration of a variety of the District's public information services, legislative affairs, public outreach strategies, and internal and external communications. Provides professional support for important District interests such as water conservation and volunteer and community outreach programs. The incumbent is responsible for compliance review and coordination of legislative programs and manages the overall development of the District's communication program; provides direction to a communications team and oversees the projects of the communications department; and coordinates and support board related processes.

EXAMPLES OF DUTIES

Typical duties may include but are not limited to:

- Plans, develops, executes and manages legislative and communications programs, including community outreach, media relations, integrated communications and marketing, internal notices, social media and website communications;
- Works closely with executive management to develop and execute communication strategies related to routine and complex issues that impact the community, customers and other District stakeholders; including those presented to or acted on by the Board;
- Reviews and analyzes local, state and federal legislative programs to determine possible impacts to the District's policies and practices and supports senior management's awareness and compliance with existing, new and changing legislation;
- Communicates with executive management and the Board of Directors on matters related to legislative changes and community and public affairs that impact the District and its stakeholders;
- Develops and implements communication and marketing strategies to ensure consistent and clear messaging; Oversees and provides direction to the Board Secretary position and is responsible for the

effective administration and coordination of Board meetings, records, and related processes and requirements;

- Coordinates and tracks follow-up on Board member requests and inquiries, as directed by the General Manager, including facilitating cross-departmental responses and ensuring timely resolution and communication back to the requesting Board member;
- Acts as a District spokesperson and works with General Manager on media briefings and responding to media inquiries;
- Plans, develops and implements short and long-term goals, objectives, policies and priorities in alignment with current legislation and the District's mission and strategic plans;
- Directs, coordinates, and reviews the work plan for assigned public relations and grants management staff;
- Maintains contact with community groups, outside agencies and individual stakeholders and represents the District in meetings with media, community groups and organizations, business leaders, and other public agencies and governmental representatives;
- Develops and implements strategic communication and marketing initiatives to ensure consistent and clear messaging;
- Oversees the development of media releases, feature articles, and other communications materials across digital and traditional platforms, and collaborates with District staff to research and respond to media and community inquiries;
- Monitors news, media coverage, and emerging issues at the state, regional, and local levels related to water use, supply trends, and conservation;
- Responds to complaints from the public on controversial issues related to District initiatives and operations, and answers related questions from the press;
- Produces or supervises the writing, design and production and dissemination of annual reports, internal and external newsletters, fact sheets, bulletins, water bill inserts and other informational publications;
- Coordinates and/or contracts the services of community outreach or marketing agencies or consultants including printers, graphic designers, public relations and advertising agencies, public opinion research firms and other vendors as necessary;
- Plans and develops informational displays, slide shows and other exhibits; prepares for, and manages special events, tours, meetings, and other promotional activities and makes presentations to various business, civic and service organizations;
- Develops departmental budget and monitors program expenditures; forecasts future budgetary needs;
- Manages contracts for professional services, including communications, outreach, research, and related vendors, as necessary;
- Keeps informed about news and media reports and other issues at the state, regional and local levels regarding and water use and supply trends, and water conservation issues; recommends and/or develops meaningful measurement vehicles and monitors communication programs and campaign materials to determine the effects, and tracks results.
- Manages the District's website; oversees, reviews and approves materials and public information for the District's website;
- Ensures public-facing communications, digital content, printed materials, and community engagement activities are developed and delivered in alignment with accessibility standards, coordinating with the District's ADA Coordinator and other departments as appropriate;
- Develops and applies performance measures to evaluate the effectiveness of communication programs and campaign materials, and tracks results;
- Leads or coordinates special projects as assigned by the General Manager;
- Serves as a member of the District's emergency operations team; and
- Performs other duties as required.

QUALIFICATIONS FOR EMPLOYMENT

Knowledge of:

- Principles, techniques, and methods of public information, integrated marketing communication, community relations and public education;
- Applicable local ordinances, state and federal laws and legislative processes and public sector business and administrative practices;
- Principles and practices of effective public relations and community outreach programs;
- Local, regional government and environmental issues;
- Principles and practices of public speaking, public presentations and event planning;
- Principles of supervision, training and performance correction and evaluation;
- Techniques and methods of preparing information, news release and information materials including graphics and written copy;
- Correct and effective use of the English language in oral and written communications;
- Principles, practices and methods of writing, publishing, and disseminating a variety of informational materials;
- Principles and techniques of graphic design, photography, and printing;
- Principles and techniques for website design, social media and digital marketing.

Ability to:

- Communicate exceptionally and effectively both orally and in writing in a clear, concise, and effective manner; translate and disseminate technical information in an understandable manner to the public;
- Plan, develop, coordinate and execute a variety of public information programs and activities;
- Plan and develop innovative strategies to meet district communications objectives;
- Direct, supervise and coordinate the work of assigned staff with multiple competing priorities and strict deadlines;
- Analyze problems, examine alternatives, and recommend solutions;
- Become familiar with the Public Records Act, conservation ordinances, and watershed use regulations;
- Use sound judgment in the assembly, evaluation and dissemination of information;
- Coordinate and work on numerous ongoing projects concurrently, meet deadlines and adjust to changing priorities;
- Understand, interpret and communicate District policies;
- Speak publicly before a variety of groups in an effective manner, both formally and extemporaneously;
- Establish and maintain effective working relationships with District staff, representatives of other local, regional and state agencies, media contacts and the public;
- Use technical equipment and computer applications related to the position;
- Work weekends and/or evenings to make presentations or attend meetings, and to travel to alternative work locations for these and other purposes.

Training and Experience: Any combination of education and experience that could likely provide the required knowledge would be qualifying. A typical way to obtain the knowledge and abilities would be:

Training: Equivalent to a Bachelor's Degree from an accredited college or university with major

coursework in public relations, journalism, or a closely related field.

Experience: Five years of increasingly responsible experience in the field of public information, including experience with news outlets, event coordination, and community outreach. Experience must also include website management and management of social media for business purposes. Two years of experience in a supervisory or management capacity is highly desired.

Experience in a like agency is desired.

OTHER REQUIREMENTS

- Employees who drive on District business to carry out job-related duties must possess an appropriate California driver's license issued by the State Department of Motor Vehicles and meet insurability requirements of the District including review of recent driving history and maintain a satisfactory driving record.
- Per California Government Code, Title 1, Division 4, Chapter 8, Section 3100 "all public employees are hereby declared to be disaster service workers subject to such disaster service activities as may be assigned to them by their superiors or by law."
- Works on an "on call" basis for emergency situations.

PHYSICAL DEMANDS AND WORK ENVIRONMENT:

During the course of performing job duties the employee will need the mobility to work in a standard office setting, operate equipment, which may include office and/or field equipment, or specialized instruments or tools requiring repetitive arm/hand movement and/or the coordinated movement of more than one limb simultaneously; enter and retrieve data from personal computers and terminals via keyboards which is often performed while sitting for extended periods of time. The employee frequently stands, walks, bends at neck and waists, twists at neck and waist, uses simple and power grasping with both hands, uses fine manipulation of both hands and fingers, and may require use of the arms above the shoulder, climb or balance; stoop, kneel or crouch. The employee is occasionally required to lift and carry short distances objects such as reams of copier paper, office supplies, files, books, printed materials and other packages or equipment weighing up to 10 to 25 pounds. This position requires that the employee demonstrate adequate hearing and speech to converse in person and over the telephone, and vision to read printed materials and use a computer screen. Employees who drive on District business to carry out job-related duties must be physically capable of operating the vehicles and equipment safely. The position may require the ability to work after regular work hours and weekends as needed. The noise level in the work environment may be quiet to moderate noise.

To be successful in this job, an individual must be able to satisfactorily perform each of the listed duties. These duties are representative of the knowledge, skill and/or ability required for the position. Reasonable accommodations may be made to enable individuals with disabilities to perform the duties and functions of the position. Requests for reasonable accommodation should be directed to the Human Resources Manager.

Established: April 1, 2019

Updated: April 2026

Approved by: Human Resources Manager