

GOVERNMENT AND PUBLIC AFFAIRS SUPERVISOR

*Class specifications are intended to present a descriptive list of the range of duties performed by employees in the class. Specifications are **not** intended to reflect all duties performed within the job.*

DEFINITION

Under general direction from the Government and Public Affairs Manager. Supervises and participates in all activities of the Government and Public Affairs Division, including public information, community relations, governmental affairs, legislative and regulatory affairs, water-use efficiency and education programs. Manages professional service contracts, coordinates special events, and conducts outreach with customers, stakeholders, and legislative staff members. Develops a variety of multi-media materials and campaigns. Represents the District on public and media relations and serves as a spokesperson for the District on public and legislative affairs, as needed. Performs related duties as assigned.

SUPERVISION RECEIVED AND EXERCISED

Receives direction from the Government and Public Affairs Manager. Exercises direct supervision over the Government and Public Affairs Representatives and administrative staff. Supervisory duties include assigning specific duties, ensuring completion and compliance with applicable standards, policies and procedures, as well as providing technical assistance, training, writing and conducting performance appraisals.

ESSENTIAL FUNCTION STATEMENTS

Essential responsibilities and duties may include, but are not limited to, the following:

Essential Functions:

1. Provide day-to-day leadership with all aspects of the District's public, governmental and legislative programs and the development of marketing that promotes the branding of the District and its programs.
2. Prioritize, assign and evaluate the work of staff; provides coaching and guidance for performance development. Prepare performance appraisals and interacts effectively and diplomatically in all areas of employee relations.
3. Organize public awareness, information, community involvement, internal communication and legislative impact analysis to customers and stakeholders. Designs and develops supporting materials, coordinates deadlines and production schedules to carry out program responsibilities.
4. Participate in the implementation of essential communications plans including the Communication Master Plan, Branding Guidelines, Crisis Communications Plan, and Social Media Plan.
5. Coordinate with team members to set-up displays and exhibits for community events. Supervise the design of exhibit materials and event planning with community organizations.
6. Supervise the development and creation of graphic material, including flyers, brochures, newsletters, fact sheets, bill inserts, charts, and other print graphic materials. Develop content for the District's website and social media outlets and respond to social media posts as appropriate.

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7. Supervise and coordinate all aspects of the District's school education programs, including scheduling and conducting tours, teacher workshops, school job fairs and classroom presentations.
8. Monitor, analyze and comment on proposed state and federal legislation and regulatory changes that may affect the District. Assist in the preparation of legislative summaries, position papers and policy principles on legislation and regulations.
9. Makes presentations to community, industry, school and other groups on Government and Public information issues affecting the District, its customers and stakeholders. Serve as a liaison and represents the District at meetings with community, industry, and advocacy groups. Arrange and attend meetings with legislators and their staff.
10. Support other District departments and the Board of Directors with talking points, PowerPoint presentations, correspondence, and report preparation.
11. Prepare news releases and public service announcements. Maintain media-relations and relationships with legislators and their staff.
12. Supervise the development, marketing and implementation of the District's water-use efficiency marketing programs.
13. Prepare a wide variety of correspondence, letters and memoranda in response to customer, stakeholder and legislator inquiries.
14. Prepare and manage contracts for consultants and vendors.
15. Prepare and present a variety of reports for oral and written presentation.
10. Participate in the preparation and administration of the District budget for assigned area; submit budget recommendations and monitor expenses on a monthly basis.
11. Perform related duties and responsibilities as required.
12. Regular attendance at worksite.

QUALIFICATIONS

Knowledge of:

Principles and practices of communications, marketing, social media, government and public affairs.

Principles of crisis communications.

Policies, procedures and practices of the state legislature and Congress as they relate to District interests.

Knowledge of other governmental agencies, their duties and relationship to the District.

Principles of modern water-use efficiency practices and regulations.

Principles and practices of leadership and supervision, including effective team interactions.

Methods and techniques for creating effective media and public relations materials, including news releases, public service announcements, fact sheets, brochures and other collateral material.

Industry trends and news agency practices as they apply to the development and carrying-out of public information programs.

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Principles and practices of administration including, budgeting, purchasing, maintenance of public records, and the preparation of staff performance appraisals.

Modern office procedures, methods and equipment including computers.

Principles of business letter writing and basic report preparation.

Pertinent Federal, State, and local laws, codes and regulations.

Ability to:

Process administrative operations, services and activities.

Implement district goals, objectives and procedures.

Prepare clear and concise reports.

Respond to requests and inquiries from the public.

Research, analyze, and evaluate new service delivery methods and techniques.

Interpret and apply Federal, State and local policies, laws and regulations.

Communicate clearly and concisely, both orally and in writing.

Establish and maintain effective working relationships with government agencies, legislative representatives, elected officials, industry representatives, District customers, the public, and District employees.

Represent the District, including its programs and policies, with the public, other agencies, statewide organizations, the media, elected officials and stakeholders.

Participate in job-related activities at times other than normal business hours.

Evaluate the work of staff and consultants to achieve the District's goals.

Give presentations and act as a liaison with governmental agencies, industry associations, businesses, civic groups, community associations, and media representatives. Represents the District at meetings, conferences and seminars.

Maintain effective audio-visual discrimination and perception needed for making observations, communicating with others, reading, writing and operating assigned equipment.

Maintain mental capacity, which allows the capability of making sound decisions and demonstrating intellectual capabilities.

Maintain physical condition appropriate to the performance of assigned duties and responsibilities.

EXPERIENCE & TRAINING GUIDELINES

Any combination of experience and training that would likely provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:

Experience:

Five (5) years of increasingly responsible experience in public policy, public outreach, legislative affairs, media, governmental affairs, water-use efficiency, and community education, with at least two (2) years in a lead or supervisory role.

Training:

Equivalent to a Bachelor's degree from an accredited college or university with major course work in communications, public relations, business or public administration or a related field. Certification in emergency preparedness and/or emergency communications from the California Specialized Training Institute (or similar professional organization) is highly desirable.

License:

Possession of a valid Class C California driver's license and a satisfactory driving record.

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PHYSICAL DEMANDS AND WORKING 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 job functions.

Environmental Conditions:

Standard office setting; frequent interaction with District staff and public.

Physical Conditions:

Incumbents require sufficient mobility to work in an office setting; stand and sit for prolonged periods of time; operate office equipment including computer keyboard; light lifting and carrying; ability to verbally communicate to exchange information; use of hands repetitively to operate, finger, handle or feel office equipment and reach with hands and arms. Employees are frequently required to stand and walk.

Mental Demands:

While performing the duties of this class, the employee is regularly required to use written and oral communication skills; read and interpret complex data, information and documents; analyze and solve problems; observe and interpret people and situations; use math and mathematical reasoning; learn and apply new information or skills; perform highly detailed work on multiple, concurrent tasks with constant interruptions; work under intensive and constantly changing deadlines and interact with those encountered in the course of work, some of whom may be demanding, dissatisfied, and or upset.

Vision:

See in the normal visual range with or without correction; vision sufficient to read computer screens and printed documents and to operate assigned equipment.

Hearing:

Hear in normal audio range with or without correction.

JOB STATUS: Exempt
DATE ADOPTED: June 25, 2019

Safety Sensitive Position