



Hi-Desert Water District Classification Specification

Job Title: Director of Public and Government Affairs

Job Grade: 19

FLSA Status: Exempt

Date: May 2022

JOB SUMMARY

Under general direction of the General Manager manages day-to-day public information programs and projects; oversees through staff, the review, tracking, analyzing, and interpretation of federal, state, and local legislation which could affect District programs and financial operations; works closely with consultants to coordinate Staff and Board reviews and responses to proposed legislation; represents the District in meetings with other public agencies, elected and appointed governmental officials, business and civic organizations, community groups, and the media; develops public outreach strategies and initiatives and implements them through use of local news outlets and social media including internet, Facebook, Twitter, and others as appropriate; develops and coordinates conservation programs; serves as District spokesperson including in times of emergencies; performs special projects as directed; and serves as member of District management team.

ESSENTIAL FUNCTIONS *(include but are not limited to the following)*

*Class specifications are only intended to present a description summary of the range of duties and responsibilities associated with specified positions. Therefore, specifications **may not** include all duties performed by individuals within a classification. In addition, specifications are intended to outline the minimum qualifications necessary for entry into the class and do not necessarily convey the qualifications of the incumbents within the class.*

- Works effectively with various community-based organizations, neighborhood groups, civic groups, service clubs, schools, youth organizations and other groups to maintain open lines of communication between the District and individuals from various stakeholder groups.
- Develops and maintains ongoing effective contact with local, State, and Federal elected officials and their staffs.
- Works with legislative consultants to develop and manage the process for providing up-to-date information to District staff and Directors.
- Represents the District's position on legislation, as appropriate, public interest groups, local, state, and federal agencies, and legislative representatives.
- Attends legislative/regulatory hearings and meetings as well as meetings with key stakeholder groups.
- Manages and coordinates with lobbyists, local, regional, State and Federal agencies, legislators, and staff to obtain funding for projects and similar activities.
- Manages projects through staff and consultants to ensure project funding applications meet or exceed requirements.

- Manages water resource activities associated with the Urban Water Management Plan, Warren Basin Adjudication/Water Master along with related and similar activities to ensure legal and regulatory requirements are met.
- Communicates with the General Manager regarding issues that affect the District's community relations and public image.
- Develops partnerships with other public agencies, media outlets, community groups and others to extend the reach of District strategic communications.
- Serves as District contact for representatives of community groups, the media, or outside organizations and associations seeking information.
- Researches, writes, and prepares public service announcements and press releases.
- Identifies and implements programs to promote and market the activities of the District.
- Composes and presents a variety of reports, memos, articles, and other written and graphical materials for District managers, community groups, and the Board.
- Responsible for management of District website.
- Provides oversight and day-to-day management of support staff.
- Supervises and evaluates the performance of assigned staff; establishes performance requirements; monitors performance and provides coaching for performance improvement and development. Recommends changes in goals, procedures, policies, equipment, budget and or personnel to achieve performance efficiencies.
- Directs and manages the services of contractors and/or consultants.
- Conducts and organizes District tours and special public events.
- Prepares, writes, and delivers speeches and group presentations.
- Coordinates communication with the public and the media including in times of emergencies and disasters.
- Monitors expenditures against budget targets and goals, recommends budgetary changes to meet changing conditions.
- Serves as the District Conservation Coordinator; manages and implements the District's Conservation Program.
- Stays abreast of new trends and innovations in the field of water conservation and other water programs/policy issues.
- Educates water users on conservation including landscaping irrigation plan requirements on residential and commercial developments to obtain optimum water usage and conservation.
- Attends meetings, answer questions and provides information on District Programs and Projects; works with other District staff to formulate methods and approaches for addressing community and District concerns; follows up to ensure that concerns and needs are responded to.
- Oversees/participates in numerous special projects, internal projects, and meetings.
- Develops, implements, and reports on the district's public outreach program.
- Manages, coordinates, and analyzes proposed local, state, and federal law and regulations for their impact on District practices and operations.
- Other tasks as assigned, including highly complex and detailed special assignments.

JOB SPECIFICATIONS

Knowledge of:

- The Brown Act and other legal requirements associated with Board Meetings.
- Strong written and verbal communications skills, including methods and techniques of journalistic writing, proofreading, and editing; correct English usage, including spelling, grammar, and punctuation.
- Contemporary issues affecting local government and the community.
- Relevant federal, state, and local programs and related laws, policies, and procedures.
- Management of group dynamics and meeting facilitation techniques and methods.
- Principle and practices of public relations and public information.
- Knowledge of correct emergency response communications and procedures.
- High degree of proficiency in Microsoft Excel, Word, and PowerPoint. Knowledge of various software applications, e.g. MSProject, PageMaker, Dreamweaver, HTML, CSS, etc.

Skills and Abilities:

- Analyze, research, develop and organize public information activities and initiate procedures for improving public information efforts.
- Preparation and editing of publications and documents, including technical and creative writing skills.
- Accurately research, interpret, and communicate District related facts, history and geography, procedures and policies to other agencies, media, and the public.
- Responsible for management of photography, graphic layout, and design work.
- Use computer systems and software packages related to public information functions and desktop publishing.
- Provide clear direction to others; supervise and manage assigned staff; establish and maintain cooperative relationships with co-workers.
- Exercise independent judgement and work with a minimum of supervision.

PHYSICAL, MENTAL AND ENVIRONMENTAL WORKING CONDITIONS

The essential functions of this position may require the employee to perform the following physical activities. Some of these requirements may be accommodated for otherwise qualified individuals requiring and requesting such accommodations.

Physical Demands

- Exposure to conditions normally encountered in a business office environment, consisting of extended sitting, standing, lifting, bending; occasional stooping, kneeling, crouching; and computer operation; operation of office equipment such as a keyboard, fax machine, postage machine, scanners, copiers, and computers.
- Hearing and vision within normal ranges with or without correction.
- Ability to speak in a manner understandable to the public, and in one-on-one situations.

QUALIFICATIONS

Education, Training and/or Previous Work Experience

Any combination of experience and training that would provide the knowledge and abilities to perform the position is qualifying. A typical way to obtain the required knowledge and abilities would include the following:

- Minimum five (5) years of performing increasingly responsible professional level public relations duties including community outreach, public relations, government relations, and/or legislative work.
- Minimum three (3) years of progressively responsible community and public relations, public information, conservation, experience involving the development and coordination of public affairs programs and projects in a management and supervisory capacity, preferably with a public agency.

Desirable:

- Bachelor's Degree in Communications, Marketing, Journalism, Public Relations, Public Administration or a related field from an accredited four-year college or university.

License / Certificate:

- Possession of a driver's license, issued by the State of California and satisfactory driving record free from multiple or serious traffic violations or accidents for a period of at least two (2) years.

Other requirements:

- Completion of and satisfactory results of pre-employment drug and alcohol test; physical examination (including x-ray) indicating fitness for duty; DMV record review; and background investigation.
- Attendance at evening and weekend meetings and events.
- Frequent travel conducting District business, community education, attending seminars, local schools, etc. Occasional longer distance travel.
- Knowledge of the operation of a public agency and community outreach.