

EL DORADO IRRIGATION DISTRICT
Class Specification

CLASS TITLE: Communications & Media Relations Manager

DEFINITION

Under administrative direction from the General Manager, the Communications and Media Relations Manager plans, organizes, directs, and reviews the activities related to community outreach, public information and education programs, District website, social media, media and government relations; coordinates assigned activities with other departments and outside agencies and organizations; and provides highly responsible, strategic and complex support to the General Manager.

DISTINGUISHING CHARACTERISTICS

This is a single-level executive management classification. The Communications and Media Relation Manager's duties are administrative/managerial and highly complex in nature, involving highly technical functions. The incumbent has broad management authority for the day-to-day functions of the Department, as well as functional authority/responsibility for overseeing District-wide public information, media relations, community outreach, District website administration, social media, and community education programs, campaigns, and strategies.

SUPERVISION RECEIVED AND EXERCISED

Policy direction is provided by the General Manager. Responsibilities include broad management authority over assigned professional and technical positions whose incumbents perform the full range of public information, communications and community relations activities.

EXAMPLES OF ESSENTIAL DUTIES: *The duties specified below are representative of the range of duties assigned to this class and are not intended to be an inclusive list.*

Develops, plans and implements Department goals and objectives; recommends and administers policies and procedures.

Implements a strong proactive and reactive Media Relations program designed to support the District's goals and objectives, including establishing and maintaining positive working relationships with customers, the public, local, regional and national print, broadcast and online media outlets, state organizations and agencies, and District staff through principles and practices of excellent public information and customer service.

Represents the District with customers and outside groups and organizations; participates in outside community and professional groups and committees; identifies and/or serves as the District's spokesperson for routine, emergency and emerging news stories; provides technical assistance as necessary.

Directs District-wide public information and education programs, including a strategic, effective, and engaging social media presence while promoting District programs, initiatives; and messaging related to news releases and public awareness campaigns, management of the District's website,

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development, production, and distribution of materials, such as news releases, newspaper articles, advertising copy, billing inserts and newsletters.

Develops and implements proactive public information campaigns to raise public and customer awareness of the District's facilities, programs, and positive contributions to local communities and the environment, as well as the District's multiple functions, such as water treatment and distribution, wastewater collection and treatment, recycled water production, hydroelectric power generation, recreation opportunities, and water-use efficiency programs.

Serves as point of contact with representatives of the news media, communities, other organizations, District stakeholders, and the public in responding to public inquiries and requests for information, as well as during emergency situations. Establishes and maintains effective working relationships with the news media, public agencies, organizations, and associations in local communities and at the state level.

Directs communication contact in newsletters, press releases, social media, District website, and electronic communications; prepares speeches, scripts, responses and related materials for public information purposes to strengthen and promote the District's identity.

Serves as media advisor to the Board of Directors and District staff; provides communications training, editorial direction, and marketing support.

Coordinates Department activities with those of other departments and outside agencies and organizations; provides staff assistance to the General Manager, General Counsel, Board of Directors, and executive staff; prepares and presents staff reports, oral presentations, and other necessary materials.

Assist with governmental and political relations; assists with tracking legislation and policies which may affect the District and its resources.

Coordinates and/or leads members of the public or the media on tours of District facilities, projects, and/or lands while providing informative facts and reports specific to such events.

Prepares and manages the Department's budget; forecasts additional funds needed for staffing, equipment, materials and supplies to support Department budget and goals.

Selects, trains, motivates, and evaluates personnel; provides or coordinates staff training; conducts performance evaluations; maintains discipline and high standards necessary for the efficient and professional operation of the Department.

Performs related duties as assigned.

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QUALIFICATIONS

Knowledge of:

Issues related to the water/wastewater utility industry in general and, preferably, specific to the District. Familiarity with the communities served by El Dorado Irrigation District, private and non-profit organizations and governmental agencies in El Dorado County, and regional and state organizations related to the business functions of El Dorado Irrigation District is preferred.

Principles and practices of communication methods, community outreach, and public information; website development and administration, social media, effective public presentation techniques to inform a variety of audiences; principles and practices of utility billing and related customer and development services; pertinent local, state and federal laws, rules and regulations; organizational and management practices as applied to the analysis and evaluation of issues and programs; principles and practices of organizational, administrative, and personnel management; principles and practices of budget preparation and administration.

Skill/Ability to:

Plan, direct, and control the administration and operations of the Communications and Community Relations Department. Prepare and administer the Department's budget. Provide overall administration of the District website and social media programs. Develop and implement Department policies and procedures. Effectively and appropriately represent the interests of the District to the media, public, and other agencies through participating in community meetings, forum and boards. Must be able to attend evening and weekend meetings on occasion, as required. Work may involve unusual and prolonged work schedules in response to events/incidents, emergencies, or disasters that require public information communications. Supervise, train, and evaluate assigned personnel. Gain cooperation with the public, customers, and District stakeholders through discussion and persuasion. Analyze problems, identify alternative solutions, project consequences of proposed actions and implement recommendations in support of goals. Interpret and apply District and Department policies, procedures, rules and regulations. Communicate clearly and concisely, both orally and in writing. Establish and maintain effective working relationships with those contacted in the course of work. On a continuous basis, analyze budget and technical reports; interpret and evaluate staff reports; know laws, regulations and codes; observe performance and evaluate staff; problem solve Department-related issues; have knowledge of personnel rules; and explain and interpret policy. Ability to maintain regular and predictable attendance. On a continuous basis, sit at desk and in meetings for long periods of time; intermittently twist to reach equipment surrounding desk; perform simple grasping and fine manipulation; use telephone; write or use keyboard to communicate through written means; lift or carry weight of 30 pounds or less; and lead media or other public tours of District facilities and/or property in rugged and/or steep terrain.

Experience and/or Education:

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

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Experience:

Five years of full time, progressively responsible communications or public relations experience with two of those years in a supervisory or lead role.

Education:

Equivalent to a Bachelor's degree from an accredited college or university with major course work in communications, journalism, business management, public agency administration, or a related field.


Substitutions:

Master's degree in one of the above educational fields may substitute for one year of the required supervisory (not management) experience.

SPECIAL QUALIFICATIONS

License and Certificate:

Possession of, or ability to obtain, a valid California driver's license at the time of appointment. Individuals who do not meet this requirement due to physical disability will be reviewed on a case-by-case basis.

 _____ Human Resources Manager	<u>03/23/2018</u> Date
Established: 03/19/2015 Revised: 03/23/2018 FLSA: Exempt Unit: Executive, Non-Safety	