



Job classification:	External Affairs Manager
Representation:	Management/Confidential Unit
FLSA:	Exempt
Effective date:	May 2019
Revision Date:	June 2020, March 2023, April 2023

Classification specifications, i.e. Job Descriptions are intended to present a descriptive summary of the range of duties and responsibilities performed by an incumbent in the classification. Furthermore, specifications are intended to outline the minimum qualification for entry into the classification and not intended to reflect all duties and responsibilities of an incumbent in the classification.

Summary

Under general direction this single position class is responsible for the management of the District’s public outreach and community involvement programs, assisting with state and federal legislative efforts, and the pursuit, development, and administration of grants. The External Affairs Manager is part of the District’s management team and works across all departments to improve public relations.

Supervision Received and Exercised

Direction supervision is given by the General Manager.

Essential Duties - The following duties are typical for this position. Depending upon the assignment, the employee may not perform all of the listed duties and/or may be required to perform additional or different duties from those set forth below to address District needs and changing business practices. The omission of specific statements of duties does not exclude the position if the work is similar, related or a logical assignment to the class.

- Develops and directs the implementation of goals, objectives, policies, procedures, and work standards for programs related to District customer experience, public outreach activities and water use efficiency, and assist with legislation and grant efforts as needed.
- Plans, coordinates, and participates in implementing proactive public outreach programs promoting customer awareness of the District’s facilities, programs, policies, regulations and positive contributions to local communities and the environment.
- Prepares press releases, feature articles, public notices, and related materials for media distribution.
- Assists with responses to Public Records Act requests.
- Generate and manage content posted on the District’s website and social media accounts.
- Attends various community and civic meetings and functions to establish and cultivate positive relationships with other agencies, public officials, community leaders, and other stakeholders at the local, regional, state, and federal levels in furtherance of the interests of the District.
- Assists in developing and administrating the annual operating budget for External Affairs.

- In accordance with District ordinances and policies, seeks improvements and remedies to enhance District needs and customer experience.
- Takes lead in emergency preparation and communication activities including customer, community, media, etc. notifications.
- Serve as the District's Public Information Officer, interfacing with the public, media, and other agencies and stakeholders to provide information on behalf of the District in furtherance of its mission, projects and programs.
- Recommends and assists in the development of improvements to District policies, ordinances, and procedures related to customer-related issues, including drafting proposed policies, procedures, board resolutions, staff reports, and ordinances.
- Responds to special, complex, or unusual customer concerns, complaints, and inquiries with tact and discretion that are not routinely addressed by other district personnel.
- Assists in the processing and resolution of claims for compensation presented to the District by customers and other members of the public.
- Assists with the planning, coordinating, and implementation of the District's water conservation, water use efficiency, and drought preparedness and response projects, programs, and other efforts.
- Assist in the development and implementation of the District's Water Shortage Contingency Plan.
- Assist with the pursuit, development, acquisition, and administration of grants for the District from various state, federal, and non-governmental agencies.
- Assist with identifying and analyzing proposed state and federal legislation, regulations, and other laws and policies, determining the potential impacts to the District and developing written and oral comments and proposed amendments to pending legislation, regulations, and other laws and policies in furtherance of the District's interests.
- Regular attendance and adherence to a work schedule to conduct job responsibilities.
- Perform related duties as assigned or required for the ongoing operation of the District's business.

Qualifications

Any combination of training and experience that would provide the required knowledge, skills and abilities is qualifying.

Knowledge of:

- Principles, practices and resources necessary to develop a program for effective external affairs.
- Communication techniques for providing a high level of customer service to public and District personnel in person, or via other methods such as correspondence, telephone, digital or other mediums.
- Administrative principles and practices, including goal setting, policy implementation, and program and procedure development.
- Grant writing, administration, and state and federal solicitation processes.

- The Public Records Act, Brown Act, and other laws and regulations governing the administration of a special district.
- Report preparation, including incorporating/editing information prepared by others.
- Communication techniques for providing a high level of customer service to public and District personnel in person, or via other methods such as correspondence, telephone, digital or other mediums.
- Computer applications related to the work: word processing, database and spreadsheet applications, presentation tools, and familiarity with web-based applications, social media, and mobile applications.
- Business arithmetic, analytical, and statistical techniques.
- Standard business practices such as letter writing, report writing, preparing informational materials in visual formats.
- English language usage, spelling, grammar, and punctuation. Strong writing skills are a must for this position.

Ability to:

- Think and understand broad policy objectives.
- Make sound decisions based on fair and accurate interpretation of District policies and ordinances.
- Plan, prioritize, and personally participate in comprehensive community and customer relations.
- Train and successfully navigate challenging and difficult customer services activities.
- Maintain humor and convey a professional demeanor which instills a sense of confidence and purposefulness for a team.
- Deal tactfully with the public and others in providing information, answering questions, and explaining District policies and procedures even in contentious circumstances.
- Respond to and effectively prioritize multiple phone calls and other requests and interruptions.
- Interpret and apply complex rules, regulations, laws, and ordinances.
- Develop, analyze, and assist in administering grants from proposal to project completion and subsequent reporting.
- Make accurate arithmetic, financial, and statistical computations.
- Write effective informational material for a variety of purposes, including internal staff memos, Board staff reports, policy advocacy, public relations, and media outreach.
- Successfully develop, control, and manage departmental budget and expenditures.
- Analyze problems, identify alternative solutions, project consequences of proposed actions and implement recommendations in support of goals.
- Maintain a high level of confidentiality with discretionary knowledge.
- Operate a computer with a high level of proficiency for the effective operation of the Department including word processing, database, spreadsheet, presentation, e-mail, and internet.

- Adapt to changing technologies and learn functionality of new equipment and systems.
- Speak publicly before a variety of groups in an effective manner, both formally and extemporaneously.
- Plan, coordinate, and organize work to meet deadlines with accuracy, thoroughness, and attention to detail.
- Work independently and prioritize multiple tasks often under time constraints and with limited supervision.
- Read, understand, and carry out written and oral directions in a clear, concise, and consistent manner.
- Operate a variety of automated office machines typical of a work environment such as a multi-function printer/copier/scanner machine, fax machine, and laminator.
- Communicate clearly and concisely both orally and in writing with District staff, co-workers, consultants, and the public in one-to-one and group settings.
- Establish and maintain an effective and cooperative working relationship with internal and external customers through knowledge of work, personal and professional conduct, and good judgment.

Education and Experience:

- Bachelor's degree or equivalent in public policy, business administration, public relations, communications, or related field from an accredited four-year college or university.
- Communication and Outreach management experience in the water or utility industry is preferred.
- Prior government or public agency experience preferred.
- A minimum of six (6) years of increasingly responsible community relations, outreach, water use efficiency, policy advocacy, and grant related work, including at least five (5) years of supervisory management experience.

Licenses and Certifications:

- Valid California driver's license issued by the California Department of Motor Vehicles, or the ability to obtain, and a satisfactory driving record.
- Eligible to work in the United States.

Physical Requirements

While performing the duties of this job, the employee is regularly required to sit at a desk and in meetings for long periods of time, on a continuous basis; intermittently twist to reach equipment surrounding desk; perform simple grasping and fine manipulation with fingers; reach with hands and arms; use a telephone or other electronic communication devices; stand for long periods of times; communicate orally and through written means; use standard office equipment such as computers, copiers, and FAX machines; write or use a keyboard to perform assigned duties; bend, squat, stoop, crouch, climb, kneel and twist while checking equipment; occasionally climb stairs,

stoop, kneel, crouch, or walk and/or stand on slippery surfaces; occasionally lift and/or move up to 25 pounds; hearing and vision within normal ranges with or without correction. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Work Environment

Work is generally carried out in a typical office setting with temperatures occasionally too warm or too cold, moderate noise levels and under lighting conditions typical of an office. Regular field visits requiring the operation of a motor vehicle and occasionally traversing uneven terrain and inclement weather field may be required where the employee may be exposed to weather extremes of heat and cold, allergens, high level of noise, fumes, or airborne particles, and toxic or caustic chemicals.

Additional Requirements

- 18 years of age.