

COMMUNITY AFFAIRS SUPERVISOR

DEFINITION

Under general direction, plans, schedules, assigns, reviews and supervises the work of staff performing public relations duties within Community Affairs; plans, coordinates and delivers comprehensive communications, media relations, public outreach, community involvement, education and conservation programs and activities; oversees special projects, coordinates activities with other groups; ensures staff produce high quality work and adhere to established policies and procedures; performs the more technical and complex tasks relative to assigned area of responsibility; provides complex staff assistance to management staff in areas of expertise; and performs related work as required.

SUPERVISION RECEIVED AND EXERCISED

Receives general direction from assigned management personnel. Exercises direct supervision over professional and technical staff.

CLASS CHARACTERISTICS

This is a full supervisory-level class in Community Affairs that exercises independent judgment on diverse and specialized communications, media relations, public outreach, community involvement, education and conservation programs and activities with accountability and ongoing decision-making responsibilities associated with the work. Incumbents are responsible for planning, organizing, supervising, reviewing, and evaluating the work of staff and for providing technical support to management in a variety of areas. Performance of the work requires the use of independence, initiative, and discretion within established guidelines.

EXAMPLES OF TYPICAL JOB FUNCTIONS (Illustrative Only)

Management reserves the right to add, modify, change, or rescind the work assignments of different positions and to make reasonable accommodations where appropriate so qualified employees can perform the essential functions of the job.

- Plans, organizes, assigns, supervises, and reviews the work of Community Affairs staff in the Community Affairs section; trains staff in work procedures; evaluates employee performance, counsels employees, and effectively recommends initial disciplinary action; assists in selection and promotion.
- Participates in the development of goals, objectives, policies, and procedures for assigned services and programs; recommends and implements policies and procedures including standard operating procedures for assigned operations.
- Monitors activities of the Community Affairs group; identifies opportunities for improving service delivery and procedures; provides recommendations concerning process changes and reviews with appropriate management staff; implements improvements.
- Coordinates assigned services and operations with those of other groups, sections, and outside agencies.
- Participates in annual budget preparation; identifies resource needs and prepares detailed cost estimates with appropriate justifications; monitors expenditures.

- Provides staff assistance to management; prepares and presents staff reports and other written materials; supervises the establishment and maintenance of reports, records, and files.
- Develops and manages the implementation of the District's strategic communications, public awareness, community engagement, education and conservation programs utilizing news releases, reports, fact sheets, billing inserts, newsletters, talking points, speeches, presentations, videos, web-based content, and other print/graphic materials; provides photography services as needed.
- Serves as a District liaison and represents the District with local cities, chambers, and other agencies as well as industry, professional, stakeholder organizations, executives, and elected officials.
- Serves as District spokesperson, as assigned, for the media; prepares others to speak with the media as subject matter experts as needed.
- Manages the District's public affairs initiatives including branding, video communications, water uses efficiency/conservation communications, annual media and communications planning, outreach strategies, tour programs, business outreach initiatives and education.
- Leads and/or participates in special projects as assigned.
- Maintains files, databases, and records related to operations and programs; prepares a variety of written reports, memoranda, and correspondence.
- Represents the District in meetings with members of other public and private organizations, community groups, contractors, developers, and the public.
- Ensures staff observe and comply with all District and mandated safety rules, regulations, and protocols.
- Performs other duties as assigned.

QUALIFICATIONS

Knowledge of:

- Principles and practices of employee supervision, including work planning, assignment, review and evaluation, discipline, and the training of staff in work procedures.
- Principles and practices of leadership.
- Principles and techniques for working with groups and fostering effective team interaction to ensure teamwork is conducted smoothly.
- Basic principles and practices of budget administration and monitoring.
- Principles, practices, methods, and techniques of public information, outreach, community relations and strategic communications.
- Principles, methods, and techniques of writing, editing, proofreading and printing/publishing written materials including design and implementation of communications and advertising programs, electronic marketing and communications.
- Graphic design, layout and print production, website development and content management; photographic techniques and the operation of camera equipment.
- Methods and techniques used in the design of educational curriculum and materials for use in school and/or outreach programs.
- Applicable federal, state, and local laws, rules, regulations, and organizational procedures relevant to water functions and policies relevant to work performed.
- District and mandated safety rules, regulations, and protocols.
- Techniques for providing a high level of customer service by effectively dealing with the public, vendors, contractors, and District staff.

- Modern equipment and communication tools used for business functions and program, project, and task coordination, including computers and software programs relevant to work performed.
- The structure and content of the English language, including the meaning and spelling of words, rules of composition, and grammar.

Ability to:

- Select and supervise staff, provide training and development opportunities, ensure work is performed effectively, and evaluate performance in an objective and positive manner.
- Understand, interpret, and apply all pertinent laws, codes, regulations, policies and procedures, and standards relevant to work performed.
- Identify problems, research, and analyze relevant information, and develop and present recommendations and justification for solutions.
- Perform the most complex and technical tasks of the work unit including conducting complex research projects; evaluate alternatives, make sound recommendations, and prepare effective technical staff reports.
- Work in a fast-paced environment with flexibility to changing priorities and demands.
- Ensure consistent messaging in all communications materials and deliver effective presentations to community organizations and the general public.
- Prepare clear, effective, and accurate reports, correspondence, and other written materials.
- Maintain accurate logs, records, and written records of work performed.
- Independently organize work, set priorities, meet critical deadlines, and follow-up on assignments.
- Use tact, initiative, prudence, and independent judgment within general policy and procedural guidelines.
- Effectively use computer systems, software applications relevant to work performed, and modern business equipment to perform a variety of work tasks.
- Communicate clearly and concisely, both orally and in writing, using appropriate English grammar and syntax.
- Establish, maintain, and foster positive and effective working relationships with those contacted in the course of work.

Education and Experience:

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

Education:

Equivalent to a bachelor's degree from an accredited college or university with major coursework in communications, media relations, business or public administration, or a related field.

Experience:

- Five (5) years of increasingly responsible experience in public relations, media relations, water education and/or community outreach, two (2) years of which should be in a supervisory or lead capacity.

Licenses and Certifications:

- Possession of a valid California Class C driver's license, to be maintained throughout employment.

PHYSICAL DEMANDS AND WORKING ENVIRONMENT

The conditions herein are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential job functions.

ENVIRONMENT

Standard office setting; frequent interaction with District staff, the general public, elected officials, and the media.

PHYSICAL

- Level One

Incumbents require sufficient mobility to work in an office setting; stand or sit for prolonged periods of time; operate office equipment including use of a computer keyboard; light lifting and carrying; ability to verbally communicate to exchange information.

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 the normal audio range with or without correction.