



Midpeninsula Regional Open Space District

MEDIA COMMUNICATIONS SUPERVISOR

DEFINITION

Under general direction, plans, schedules, assigns, and reviews the work of staff responsible for District media relations, communication, public information, and community outreach programs and projects, including building and maintaining media contacts, creating and maintaining a high level of positive public awareness, and developing informational materials in order to provide well-designed and accessible information to the public; develops, evaluates, and administers assigned media relations activities, including working closely with other public affairs staff and District departments on providing media outreach and support activities for District activities; provides technical assistance to the Public Affairs Manager; coordinates assigned activities with other programs, outside agencies, and the public; and performs related work as required..

SUPERVISION RECEIVED AND EXERCISED

Receives general direction from the Public Affairs Manager. Exercises direct and general supervision over assigned staff.

CLASS CHARACTERISTICS

This is a full supervisory-level class responsible for planning, organizing, supervising, reviewing, and evaluating the work of assigned public affairs and outreach staff. Responsibilities include performing diverse, specialized, and complex work involving significant accountability and decision-making responsibility. The incumbent organizes and oversees day-to-day activities, projects, and programs of assigned area. Incumbents are expected to independently perform the full range of media relations duties as assigned as well as possess the skill in coordinating work with that of other District departments, divisions, and outside agencies. This class is distinguished from the Public Affairs Manager in that the latter has overall management responsibility for all public and media communication and outreach programs, functions, and activities and for developing, implementing, and interpreting public policy.

EXAMPLES OF ESSENTIAL FUNCTIONS *(Illustrative Only)*

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

- Plans, organizes, assigns, supervises, and reviews the development and implementation of comprehensive media relations, communication, public information, and community outreach programs and projects, including building and maintaining media contacts, creating and maintaining a high level of positive public awareness, and developing informational materials (e.g., press releases, fact sheets, backgrounders, and white papers).
- Participates in the development and implementation of goals, objectives, policies, and priorities for assigned programs, projects, and activities; identifies resource needs; recommends and implements policies and procedures.
- Evaluates employee performance, counsels employees, and effectively recommends initial disciplinary action; assists in selection and promotion.

- Monitors operations and activities of assigned staff; identifies opportunities for improving service delivery methods and procedures; provides recommendations concerning process changes; reviews with appropriate management staff; implements improvements.
- Participates in the development, administration, and oversight of assigned budget.
- Builds and maintains relationships with key local, state and national media contacts; responds to media inquiries and coordinates responses with other District staff as needed.
- Establishes and develops new avenues of communication with the media; develops methods, techniques, and materials to establish/maintain ongoing communication and cooperation with a wide variety of media outlets.
- Promotes media coverage of the District, including giving interviews, providing information and images to reporters, and conducting tours of District facilities and open spaces for the media.
- Drafts correspondence and text for a variety of uses including press releases, features, op-eds, media alerts, presentations, FAQ's, backgrounders and calendar announcements, and other materials for the media; writes articles for various District publications; places articles and stories in print and electronic media.
- Monitors and analyzes media coverage, including researching publicity and media opportunities to capitalize on relevant news items, correcting errors in media reports, and targeting a wider audience through ethnic media resources.
- Participates in the development and maintenance of the District's public image, including reviewing materials developed by other departments for distribution to the media.
- Participates in training District spokespersons and representatives on media relations and interaction.
- Evaluates effectiveness of public relations campaigns and proposes creative solutions to meet goals.
- Coordinates press conferences and other special events related to media relations and public information.
- Participates in various community outreach activities as needed to coordinate media coverage and provide support to District staff on media relations issues; represents District at fairs and other events in support of other public affairs staff.
- Reviews and provides guidance on the look and content of the District website's "News" page.
- Serves as a liaison to the media and the public, including partnering on special projects related to public relations and speaking at various public media events and industry association meetings.
- Serves as project manager for special projects as assigned; prepares staff reports, memos, and presentations for Public Affairs Manager and Board review.
- Attends and participates in professional group meetings; stays abreast of new trends and innovations in the field of media relations; researches emerging trends and activities, and their applicability to District needs.
- Monitors changes in laws, regulations and technology that may affect departmental operations; implements policy and procedural changes as required.
- 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 media relations program goal setting, development, implementation, and evaluation.
- Practices of researching program issues, evaluating alternatives, making sound recommendations, and preparing and presenting effective staff reports.
- Principles, practices, and techniques used in the conduct of effective media relations and publicity programs in a public agency.
- Principles and applications of a variety of media communications, including press releases, features,

- op-eds, media alerts, presentations, FAQ's, backgrounders, and calendar announcements.
- Media writing and pitching techniques used in initiating and maintaining media relationships, methods and techniques of writing and editing for public information purposes.
- Methods and techniques of public speaking.
- Recent and on-going developments, current literature, and sources of information related to public relations.
- Basic principles and practices of budget development, administration, and accountability.
- Applicable Federal and State laws, District regulations, codes, policies, and procedures.
- Record keeping principles and procedures.
- Modern office practices, methods, and computer equipment.
- Computer applications related to the work.
- English usage, grammar, spelling, vocabulary, and punctuation.
- Techniques for effectively representing the District in contacts with governmental agencies, community groups, and various business, professional, educational, regulatory, and legislative organizations, and various media.
- Techniques for providing a high level of customer service to public and District staff, in person and over the telephone.

Ability to:

- Assist in developing and implementing goals, objectives, practices, policies, procedures, and work standards.
- Supervise, train, plan, organize, schedule, assign, review, and evaluate the work of staff.
- Organize, implement, and direct assigned media relations, public affairs, and community outreach programs, projects, and activities.
- Plan, research, organize, coordinate, and implement a variety of media relations activities and programs.
- Identify problems, research and analyze relevant information, and develop and present recommendations and justifications for solution.
- Interpret, apply, and explain complex laws, codes, regulations, and ordinances.
- Develop effective media relations strategies and campaigns; establish and maintain relationships with diverse groups of different media outlets, including multi-ethnic media sources; print, electronic, and television; and those that are local, state, and national.
- Draft press releases, features, op-eds, and other media correspondence, and pitch them to the appropriate media outlets.
- Recognize, and adapt to different audiences, their needs and potential reactions to communications.
- Effectively represent the District in meetings with the media as well as the general public, community groups, organizations, other governmental agencies, and professional, regulatory, and legislative organizations.
- Research, analyze, and evaluate new service delivery methods, procedures, and techniques.
- Research, develop, write, and deliver accurate and effective communications.
- Analyze, interpret, summarize, and present administrative and technical information and data in an effective manner.
- Prepare clear and concise reports, correspondence, policies, procedures, and other written materials.
- Organize and prioritize a variety of projects and multiple tasks in an effective and timely manner; organize own work, set priorities, and meet critical time deadlines.
- Operate modern office equipment including computer equipment and specialized software applications programs.
- Use English effectively to communicate in person, over the telephone, and in writing.
- Use tact, initiative, prudence and independent judgment within general policy, procedural and legal guidelines.
- Establish and maintain 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:

Equivalent to graduation from an accredited college or university with major coursework in marketing, journalism, public relations, or a related field and five (5) years of increasingly responsible experience in developing, coordinating and implementing effective media relations programs.

Licenses and Certifications:

- Possession of a valid California Driver's License.

PHYSICAL DEMANDS

Must possess mobility to work in a standard office setting and use standard office equipment, including a computer; to operate a motor vehicle and to visit various District and meeting sites; vision to read printed materials and a computer screen, including colored marketing material and web content; and hearing and speech to communicate in person, before groups, and over the telephone. This is primarily a sedentary office classification although standing in work areas and walking between work areas is often required. Finger dexterity is needed to frequently access, enter, and retrieve data using a computer keyboard, typewriter keyboard, or calculator and to operate standard office equipment. Positions in this classification frequently bend, stoop, kneel, reach, push, and pull drawers open and closed to retrieve and file information. Employees must possess the ability to lift, carry, push, and pull materials and objects weighing up to 25 pounds.

ENVIRONMENTAL ELEMENTS

Employees work in an office environment with moderate noise levels, controlled temperature conditions, and no direct exposure to hazardous physical substances. Employees may work in the field and occasionally be exposed to loud noise levels, cold and hot temperatures, inclement weather conditions, or road hazards. Employees may interact with upset staff and/or public and private representatives in interpreting and enforcing departmental policies and procedures.

WORKING CONDITIONS

May be required to work evenings, weekends, and holidays.

EFFECTIVE: JUNE 2012
REVISED: N/A
FLSA: Exempt