



## Midpeninsula Regional Open Space District

### **PUBLIC AFFAIRS MANAGER**

#### **DEFINITION**

Under administrative direction by the General Manager, plans, organizes, manages, and oversees all functions and activities of the Public Affairs Department. Activities include public information; media relations; community outreach and engagement; promotions and branding; maintenance of the District's website; and governmental affairs. The Public Affairs Manager also works with partner agencies, elected officials at all levels of government, and lobbyists to further the District's mission, projects, and programs. This position also coordinates activities with other District departments, officials, external agencies, and the public; fosters cooperative working relationships among District departments, intergovernmental and regulatory agencies, and various public and private groups; provides highly responsible and complex professional assistance to the General Manager and executive management in areas of expertise; and performs related work as required.

This position is a member of the District's Management Team and participates on various District-wide committees, as well as participates in organizational, operational, and budgetary planning meetings related to the Public Affairs function of the District. As a Department Manager, this position holds broad responsibility, independence, and accountability while serving on an at-will basis.

#### **SUPERVISION RECEIVED AND EXERCISED**

Receives administrative direction from the General Manager. The work provides for a wide variety of independent decision-making within legal and general policy, and regulatory guidelines. Exercises general direction and supervision over professional, technical, and administrative support staff.

#### **CLASS CHARACTERISTICS**

This at-will Department Manager classification oversees, directs, and participates in all activities of the Public Affairs Department, including short- and long-term planning, development, and administration of departmental policies, procedures, and services. This class assists the General Manager by providing leadership and management of the Public Affairs function along with a variety of administrative, coordinative, analytical, and liaison capacities. Successful performance of the work requires knowledge of public policy and District functions and activities, including the role of the Board of Directors, and the ability to develop, oversee, and implement projects and programs in a variety of areas including communications, outreach, marketing, branding, and legislation. Responsibilities include coordinating the activities of the department with those of other departments and external agencies, and managing and overseeing the complex and varied functions of the department. The incumbent is accountable for accomplishing departmental planning and operational goals and objectives, and for furthering District's mission, goals, and objectives within general policy guidelines.

**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.*

- Assumes full management responsibility for all Public Affairs Department programs, projects, services, activities and staff.
- Develops, directs, and coordinates the implementation of goals, objectives, policies, procedures, strategic plans, and work standards for the department; establishes, within District policy, appropriate budget, service, and staffing levels.
- Manages and participates in the development and administration of the department's action plan and annual budget; directs the forecast of additional funds needed for staffing, consultants, contractors, equipment, materials, and supplies; directs the monitoring of and approves expenditures; directs and implements adjustments as necessary.
- Develops, integrates, and implements communications and outreach initiatives to support District goals, priorities, and its mission.
- Refines and integrates core messages into key District-wide communications products to ensure effectiveness and consistency
- Selects, trains, motivates, and directs department personnel; evaluates and reviews work for acceptability and conformance with department standards, including program and project priorities and performance evaluations; works with employees on performance issues; implements discipline and termination procedures; initiates and manages internal investigations; responds to staff questions and concerns.
- Contributes to the overall quality of the department's service by developing, reviewing, and implementing policies and procedures to meet legal requirements and District needs; continuously monitors and evaluates the efficiency and effectiveness of service delivery methods and procedures; assesses and monitors the distribution of work, support systems, and internal reporting relationships; identifies opportunities for improvement; directs the implementation of change.
- Tracks, monitors, and reports results of public information initiatives, outreach and engagement activities, and adapts programs based on data.
- Represents the department to other District departments, elected officials, and outside agencies; conducts significant political and legislative outreach to obtain support and funding for programs; explains and interprets departmental programs, policies, and activities; negotiates and resolves significant and controversial issues.
- Evaluates the need for, develops, plans, and schedules long-term public and media relations and website development programs; compiles estimates, contract provisions, and specifications.
- Advises the General Manager on the formulation, strategic development, implementation, and evaluation of the District's communications, marketing, and community relations programs, projects, and activities.
- Develops and manages the District's branding image, including review of materials developed by other departments for public distribution and marketing programs, projects, and issues of importance to the District.
- Advances the District's identity and branding and broadens public awareness of District programs and priorities.
- Oversees the District's media relations program; reviews, edits, and/or produces news releases; directs the creation of media opportunities; maintains personal contact with key media people, including responding to live and written media inquiries as needed; advises the General Manager and Board on media issues.
- Provides public affairs services to other District programs including grant application support, attendance and input at meetings, press releases, flyers, displays, media liaison, and workshop staffing.
- Based on the District's approved legislative priorities, monitors legislation that may affect the District; prepares correspondence in support of, or opposition to, proposed legislation; meets and confers with

legislators on pending legislation; coordinates legislative efforts with other agencies and District legislative advocate.

- Oversees the development of consultant requests for proposals for professional services and the advertising and bid processes; evaluates proposals and recommends project award; coordinates with legal counsel to determine District needs and requirements for contractual services; negotiates contracts and agreements and administers same after award.
- Conducts a variety of departmental organizational and operational studies, and investigations; recommends modifications to programs, policies, and procedures as appropriate.
- Participates in and makes presentations to the Board of Directors and a wide variety of committees, boards, and commissions.
- Attends and participates in professional association meetings; stays abreast of new trends and innovations in the field of public information, media relations, and other services as they relate to the area of assignment.
- Maintains and directs the maintenance of working and official departmental files.
- Monitors changes in laws, regulations, and technology that may affect District or departmental operations; implements policy and procedural changes as required.
- Prepares, reviews, and presents staff reports, various management and information updates, and reports on special projects as assigned by the General Manager.
- Maintains effective press and media relations; responds to difficult and sensitive public inquiries and complaints; recommends resolutions and alternative recommendations.
- Participates as a member of the management team; works cooperatively to address District issues, ensures overall health of the organization, fosters good communications between program staff, and provides consistent and professional management.
- Performs other duties as assigned.

## **QUALIFICATIONS**

### **Knowledge of:**

- Administrative principles and practices, including goal setting; strategic plan and program development, implementation, and evaluation; and supervision of staff, either directly or through subordinate levels of supervision.
- Public agency budget development, contract administration, District-wide administrative practices, and general principles of risk management related to the functions of the assigned area.
- Organizational and management practices as applied to the analysis and evaluation of projects, programs, policies, procedures, and operational needs.
- Principles and practices of public information, media relations, and community outreach project and program development.
- Governmental affairs including, legislative lobbying and liaison strategies.
- Applicable federal, state, and local laws, regulatory codes, ordinances, and procedures relevant to assigned area of responsibility.
- Methods and techniques for the development of presentations, contract negotiations, business correspondence, clear, concise messaging and information distribution; research and reporting methods, techniques, and procedures.
- Record keeping principles and procedures.
- Modern office practices, methods, and computer equipment and 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.
- Techniques for providing a high level of customer service by effectively dealing with the public, vendors, contractors, and District staff.

**Ability to:**

- Develop and implement goals, objectives, strategic plans, policies, procedures, work standards, and internal controls for the department and assigned program areas.
- Provide administrative and professional leadership and direction for the department and the District regarding Public Affairs.
- Prepare and administer large and complex budgets; allocate limited resources in a cost-effective manner.
- Interpret, apply, explain, and ensure compliance with federal, state, and local policies, procedures, laws, and regulations.
- Plan, organize, direct, and coordinate the work of management, supervisory, professional, and technical personnel; delegate authority and responsibility.
- Select, train, motivate, and evaluate the work of staff, and train staff in work procedures.
- Research, analyze, and evaluate new service delivery methods, procedures, and techniques.
- Effectively administer special projects with contractual agreements and ensure compliance with stipulations.
- Effectively represent the District and the department in meetings with governmental agencies, contractors, vendors, and various businesses, professional, regulatory, and legislative organizations.
- Prepare clear and concise presentations, reports, correspondence, policies, procedures, and other written materials.
- Conduct complex research projects, evaluate alternatives, make sound recommendations, and prepare effective technical staff reports.
- Establish and maintain a variety of filing, record keeping, and tracking systems.
- 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.
- Utilize modern office equipment including computer equipment and specialized software 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, 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:*

Equivalent to a Bachelor's degree from an accredited college or university with major coursework in public relations, communications, public or business administration, or a related field and five (5) years of management experience in public affairs, community engagement, or related area. A Master's degree in a related field is highly desirable.

**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; 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 may be required. Finger dexterity is needed to access, enter, and retrieve data

using a computer keyboard or calculator and to operate standard office equipment. Positions in this classification occasionally 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 interact with upset staff and/or public and private representatives in interpreting and enforcing departmental policies and procedures.

EFFECTIVE: March 2017  
REVISED: September 2018  
FLSA: Exempt