



Senior Public Outreach and Government Affairs Representative

Department/Division:	Government and Public Affairs
Reports To:	Manager of Government and Public Affairs
Provides Direction To:	N/A
FLSA Exemption Status:	Exempt
Effective Date:	12/19/2024

GENERAL PURPOSE

Under general direction, this position will assist in developing, administering, facilitating and monitoring the implementation of the District's federal, state and local legislative and regulatory advocacy program, assist in developing District policy positions and perform a variety of professional and technical duties in support of the District's external affairs activities, including implementation of special projects.

DISTINGUISHING CHARACTERISTICS

This single position class reports to the Manager of Government and Public Affairs and is responsible for developing and executing a successful public relations component to the overall Public Affairs strategy and plan. The incumbent shall function as an integral part of the District's public and government affairs activities. The Senior Public Outreach and Government Affairs Representative is a lead level classification and provides technical and functional direction to other staff.

ESSENTIAL FUNCTIONS

The duties listed below are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the class.

- Monitor the activities of federal, state, and local government agencies/bodies including legislative and regulatory hearings and policy developments; provide summaries of hearings and other events.
- Assist in the development of key messages and distribution of key publications and other materials, including presentations.
- Communicate orally and in writing with consultants, legislative offices, regulatory agencies, and other internal and external audiences regarding a variety of issues related to legislation, regulations, and District operations.
- Compile records and complete reports regarding tracked legislative proposals and FPPC filings.
- Participate in meetings to update and educate internal and external audiences, including elected officials, on District activities, operations, and position on a variety of legislative and regulatory proposals.
- Represent the District on committees, outside organizations and subcommittees as directed, coordinate review and analysis of legislative proposals and related activities with

other departments and outside agencies. Attend meetings and functions outside the normal workday. Travel outside of the District including travel to Sacramento and Washington, DC on a regular basis.

- Organize public awareness, information, community involvement, internal communication and legislative impact analysis to customers and stakeholders. Designs and develops supporting materials, coordinates deadlines and production schedules to carry out program responsibilities.
- Monitor, analyze and comment on proposed state and federal legislation and regulatory changes that may affect the District. Assist in the preparation of legislative summaries, position papers and policy principles on legislation and regulations.
- Makes presentations to community, industry, school and other groups on Government and Public information issues affecting the District, its customers, and stakeholders.
- Prepare various correspondence, letters and memoranda in response to customer, stakeholder and legislator inquiries.
- Serves as a liaison and represents the District with designated governmental agencies and elected officials; industry, business, professional, education, and community groups and organizations; key stakeholders; and the general public.
- Initiates, develops, and maintains positive relationships and represents the District with elected officials, consultants, governmental, business, civic, education, industry, community representatives and groups, and the general public.
- Participates in a variety of strategic communications, public information, and community engagement activities, events, and programs for the dissemination of information regarding the District's operations, systems, policies, programs, and procedures.
- Coordinates assigned public awareness campaigns, information or community involvement programs, or internal communication projects, organizing and coordinating deadlines and production schedules.
- Coordinates and schedules community events and meetings, including invitations
- Coordinates and assists with media activities and events; develop press releases, media advisories, and public service announcements; and support the Manager of Public Outreach and Government Affairs in emergency situations including working with the public and media to convey critical District information, monitor events, and develop updates as appropriate.
- Aligns work products with WVWD's strategic priorities, the District's Strategic Communications Implementation Plan, and key messaging; coordinates timelines and schedules as well as the production and printing of materials.
- Assists with developing strategic initiatives with corresponding performance measures and goals, recommends and implements changes to District outreach and engagement processes.
- Participates in the development, update, and implementation of the District's short and long-term communication plans.
- Oversees and supports outreach and support for customers in impacted areas; responds to inquiries and complaints from the general public and works with various departments to resolve issues.
- Acts as project manager as assigned, coordinating special projects and studies.
- Submits budget recommendations, supports purchasing guidelines and processes and monitors project expenditures.
- Supports District water education, conservation, and rebate programs designed to improve water conservation efforts across the District.
- Attend and participate in professional group meetings, staying on top of new trends and innovations in the industry.
- Maintain prompt and regular attendance.
- Perform other related duties as assigned.

QUALIFICATIONS

Knowledge of:

- The legislative process, its steps, and influence points; principles and practices of legislative analyses;
- District water quality and water operations, practices, and procedures; applicable federal, state, and regional environmental laws, regulations, and court decisions and their impacts on District operations;
- The structures and content of the English language, including the meaning and spelling of words, rules of composition, and grammar;
- Concepts, principles, practices, methods, procedures, and techniques used in public affairs, community engagement, education, public information, marketing, branding, outreach, public speaking, and communications.
- Principles and practices of program development, management, analysis, and administration.
- Methods and techniques used to collect and analyze data and prepare reports on findings.
- District organization, functions, programs, policies, procedures, and initiatives.
- Basic water use-efficiency principles and program communications commonly used by water utilities.
- Principles, methods, and techniques of graphic design, layout, and print production.
- Basic functions and authorities of public agencies and special districts, including the roles and responsibilities of a public governing board.
- Modern office procedures, methods, and equipment.
- Basic principles and practices of management, finance, budgeting, and accounting.
- Research techniques, methodology, analysis, and interpretation.
- Safe work practices.

Ability to:

- Research, analyze, interpret, explain, and make recommendations on environmental, legislative, and inter-governmental issues;
- Understand, interpret, and apply all pertinent laws, codes, regulations, policies, and procedures, and standards relevant to work performed;
- Use tact, initiative, prudence, and independent judgment within general policy, procedural, and legal 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;
- Communicate clearly, concisely, and effectively, both orally and in writing, adapting writing and presentation styles and techniques in order to engage diverse audiences;
- Effectively organize and prioritize work;
- Identify and interpret technical information in order to effectively communicate the information with various audiences;
- Use sound judgment in applying principles, practices, methods, and techniques used on public affairs, community outreach, water conservation and education, public relations, and communications programs;
- Perform highly detailed work under changing and intensive deadlines on multiple concurrent tasks;
- Analyze issues, research, and identify solutions, project consequences of proposed actions, and make and implement recommendations in support of District goals;

- Think creatively with the ability to develop innovative approaches to meet the communication needs of the District;
- Effectively represent the District in a professional manner; establish and maintain cooperative working relationships with others;
- Respond to requests and inquiries from the general public;
- Provide premier customer service at all times to internal and external stakeholders and customers;
- Participate in job related activities at times other than normal business hours at locations throughout the community or region;
- Understand, interpret, and apply general and specific administrative and office policies and procedures, as well as pertinent laws and regulations;
- Develop and maintain accurate records and files;
- Operate standard office equipment, personal computers, internet, Microsoft Office products, and audio/visual equipment;
- Observe proper safety precautions.

Minimum Qualifications:

Any combination of education, training, and experience that would likely provide the knowledge, skills, and abilities to successfully perform in the position is qualifying. A typical combination includes:

Education: Equivalent to a bachelor’s degree in public relations, public policy, political science, public administration, communications, journalism, or related field. Master’s degree in a related field may substitute for one year of experience.

And

Experience: Three (3) years’ of increasingly responsible work-related experience working for a legislator, interest group, education group, or public policy entity and/or performing related tasks in a water and/or utility industry is highly desirable.

Licenses, Certificates, Special Requirements:

Possession of a valid Class C California driver’s license, acceptable driving record.

Desirable Licenses/Certifications:

J. Lindsey Wolf Certificate in Communications.

Basic PIO and JIC/JIS (G290-291)

Accreditation in Public Relations (APR) or similar accreditation.

PHYSICAL DEMANDS AND ENVIRONMENTAL CONDITIONS

The physical and mental demands described here are representative of those that must be met by employees to successfully perform the essential functions of this class. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Physical Demands

While performing the duties of this class, the employee is constantly required to sit and occasionally to stand and walk. Finger dexterity and light grasping is required to handle, feel, or operate computer hardware and standard office equipment; and reach with hands and arms above and below shoulder level. The employee occasionally bends, stoops, lifts, and carries records and documents, typically weighing less than 25 pounds.

Sensory demands include the ability to see within the normal range, talk, and hear, and use electronic touch keypads.

Environmental Conditions

The employee frequently works in an office environment with controlled temperature settings. The noise level is moderate, typically below 70 decibels.

The employee occasionally drives a vehicle to attend off-site meetings and functions and is exposed to traffic and variable weather conditions.

THIS POSITION MAY BE ELIMINATED, OR THE DUTIES, QUALIFICATIONS AND TRAINING REQUIRED CHANGED BY THE BOARD OF DIRECTORS AND/OR THE GENERAL MANAGER, WHEN IN THEIR JUDGEMENT, IT IS CONSIDERED NECESSARY AND PROPER FOR THE EFFICIENT OPERATION OF THE DISTRICT.