



THE METROPOLITAN WATER DISTRICT
OF SOUTHERN CALIFORNIA

STRATEGIC COMMUNICATION AND POLICY ADVISOR

Group-Section: External Affairs	FLSA Status: Exempt Bargaining Unit: Unrep	Salary Grade: 81 Job Code #: Y19
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JOB SUMMARY

This position recommends, develops, and provides policy and communication strategies related to new policy issues that arise from habitat restoration, legislative and regulatory proceedings, water transfers, water operations, environmental restrictions and others along the Colorado River and State Water Project watersheds that can shape the reliability of water for Metropolitan.

OVERSIGHT

Supervision Received: Receives direction from the Assistant General Manager/Chief External Affairs Officer or General Manager.

Supervision Given: Acts as a lead. Coordinates and reviews work assignments of employees performing the same general work as the lead on a day-to-day basis. Responsibilities may involve solving problems and providing instructions on work procedures.

JOB DUTIES

1. Represents Metropolitan at key regulatory boards and commissions. Advances policy related to State Water Project including Federal and State policy.
2. Plays key role in the development of messages/work products/outreach strategies in support of Metropolitan's priority initiatives. Articulates key issues, identifies stakeholders with shared interests and target audiences, researches and develops message points and draft communications materials and vehicles to effectively reach targeted audiences including: talking points, speeches/scripts, Op-Eds, news articles, fact sheets, sample letters, and presentations.
3. Assists in broadening awareness of Metropolitan and the District's key issues. Recommends and helps implement the use of additional communications tools to expand the district's reach through social media and other communications vehicles; and assists in drafting content.
4. Serves as project lead for community liaison on key strategic initiative in Delta. Serves as Metropolitan's lead liaison to the state for Bay Delta Conservation Plan outreach efforts to coordinate between the agencies and ensure effective communication of the plans benefits. Serves as lead communications liaison with the CA Natural Resources Agency, State Water Contractors and SCWC in coordinating outreach on BDCP.
5. Identifies community outreach opportunities for Metropolitan water initiatives; formulates strategies and advises AGM/Chief External Affairs Officer on community outreach. Develops outreach strategy and communications plans for emerging Colorado issues. Coordinates with

the Colorado River Management Team to identify key issues and stakeholders and develop key message points and communications materials to help advance Metropolitan's CRA water quality and water supply objectives, including messaging to complement the Basin Plan implementation and Minute 319-320 discussions.

6. Assists in the development of a communications strategy in response to negative public relations campaigns against Metropolitan. Identifies key issues and audiences and specific messages regarding Metropolitan's budget and rate structure, fiscal objectives and practices, and efforts to responsibly plan for the region's water supply reliability.
7. Play key role in developing key messages/work products/ outreach strategies for Metropolitan's evolving water management situation. Enhances Metropolitan's earned media efforts to complement the district's current water awareness and conservation campaign, including draw-down or reserves, need to conserve, possible implementation of Metropolitan Allocation Plan, and assists with IRP outreach and communications efforts.
8. Drafts critical communications pieces for the Chairman of the Board, the General Manager, Executive Management, External Affairs, and outside organizations targeting a variety of audiences including the Legislature, the media, the board, management, and the public.
9. Performs other related job duties as required.

EMPLOYMENT STANDARDS

MINIMUM QUALIFICATIONS

Education and Experience:

Bachelor's degree from an accredited college or university in a related field, and eight years of relevant experience; or Master's degree or higher from an accredited college or university in a related field, and six years of relevant experience.

Required Knowledge of: Federal and state legislative processes; local community and business politics; regulations, laws, and ordinances impacting water agencies and programs; standard policies, practices, and procedures regarding government relations.

Required Skills and Abilities to: Lead a diverse workforce; lead most complex legislative/governmental efforts related to water projects and issues; conduct complex problem-solving related to water treatment and distribution problems and irregularities; negotiate and resolve difficult and sensitive Metropolitan policy and legal issues and concerns; prepare and deliver clear and concise presentations to management, external and member agencies, the Board of Directors, government representatives, and civic and business leaders; conduct discussions and informational meetings on highly sensitive and potentially contentious topics without escalating conflict.

Certificates, Licenses and Registrations Requirement:

- Valid California Class C Driver License that allows you to drive in the course of your employment.

Job Title: Strategic Communication and Policy Advisor

Job Code: Y19

Adopted: 05/23/2017

Revised:

Supersedes:

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Desirable Qualifications

None

PHYSICAL DEMANDS/WORK ENVIRONMENT/VISION REQUIREMENTS

The physical demands and work environment characteristics described here are representative of those that must be met or may be encountered 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 functions.

Physical Demands: The work is sedentary. Typically, the employee may sit comfortably to do the work. However, there may be some walking; standing; bending; carrying of light items such as paper, books, or small parts; driving an automobile, etc. No special physical demands are required to perform the work.

Work Environment: The work environment involves everyday risks or discomforts that require normal safety precautions typical of such places as offices, meeting and training rooms, libraries, and residences or commercial vehicles, e.g., use of safe work practices with office equipment, avoidance of trips and falls, observance of fire regulations and traffic signals, etc. The work area is adequately lighted, heated, and ventilated.

Vision Requirements: No special vision requirements