



THE METROPOLITAN WATER DISTRICT  
OF SOUTHERN CALIFORNIA

## PRESS OFFICE PROGRAM MANAGER

<b>Group-Section:</b> External Affairs - Media Services Section	<b>FLSA Status:</b> Exempt <b>Bargaining Unit:</b> MAPA	<b>Salary Grade:</b> 066 <b>Job #:</b> PM014
---	--	---

### JOB SUMMARY

Responsible for coordinating and implementing communication programs about Metropolitan's mission and activities to the news media.

A program may be an ongoing endeavor, strategic actions of limited duration within an ongoing program, or may comprise multiple large projects which constitute or support a major goal or operation of Metropolitan. A program typically involves external agencies and matrix management of multiple staff. Programs may also involve a single major effort of a comprehensive nature.

### OVERSIGHT

**Supervision Received:** Receives direction from the Media Services Section Manager.

**Supervision Given:** May exercise technical and functional supervision over assigned staff.

### JOB DUTIES

1. Oversees communication outreach efforts to create understanding about Metropolitan through media coverage to support Metropolitan's business goals; assists executive management with Metropolitan strategic communications planning; provides situation analysis and recommendations for communicating to the news media key Metropolitan initiatives; responds to news media inquiries; and represents Metropolitan with news media and the public.
2. Writes and coordinates others' writing of news releases, fact sheets, and other Metropolitan materials distributed to the news media; and responsible for external distribution of press materials.
3. Coordinates press conferences and other public events including decisions on event location, speakers, and other arrangements; writes or facilitates production of speeches and presentation materials; and oversees press operations in crisis communication situations.
4. Oversees and coordinates the work of Press Office staff assigned to media relations projects; and reviews and edits work products.
5. Responsible for maintaining extensive, current knowledge of Metropolitan activities and initiatives; and develops positive working relationships with Metropolitan source experts.
6. Prepares executive management and source experts for news media interviews.
7. Responds to public information inquiries.

8. Performs other related duties as required.

## **EMPLOYMENT STANDARDS**

### **MINIMUM QUALIFICATIONS**

**Education and Experience:** Bachelor's degree from an accredited college or university and twelve years of increasingly responsible relevant experience, of which four years must have been in a supervisory, project management, or lead position; or an advanced degree (i.e., master's or doctorate) from an accredited college or university and eight years of increasingly responsible relevant experience, of which four years must have been in a supervisory, project management, or lead position.

**Required Knowledge of:** A variety of writing styles and techniques including newspaper, magazine, and corporate; principles and practices of public relations; news media operations; research tools, facilities, and methodologies; English usage, spelling, grammar, and punctuation; and pertinent federal, state, and local laws, codes and regulations.

**Required Skills and Abilities to:** Effectively manage complex deadline-oriented news media requests in a timely manner; organize and review the work of staff; develop and maintain effective communications with the news media; interpret policies and procedures; review work products for detail and adherence to guidelines; encourage and facilitate cooperation; exercise judgment and discretion; identify appropriate content requirements and customer needs; communicate orally and in writing on administrative and technical topics; represent Metropolitan to the public and news media; establish and maintain collaborative working relationships with all levels within the organization, member agencies, special interest groups, and the public; use business applications such as word processing and spreadsheets; and prepare presentations for executive management and Board of Directors.

### **CERTIFICATES, LICENSES, AND REGISTRATIONS REQUIREMENTS**

#### **Certificates**

- None

#### **Licenses**

- Valid California Class C Driver License

#### **Registrations**

- None

### **DESIRABLE QUALIFICATIONS**

Knowledge of Metropolitan history, mission, issues, programs, projects, and people; knowledge of southern California water agencies including Metropolitan's member agencies; and well-established contacts and working relationships with reporters and editors of news media organizations in California.

Job Title: Press Office Program Manager

Job Code: PM014

Adopted: 03/22/05

Revised: 02/14/17

Supersedes: 11/03/15

Page: 2

**PHYSICAL DEMANDS/WORK ENVIRONMENT**

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. May travel to various sites requiring overnight stay.

**Vision Requirements:** No special vision requirements