



THE METROPOLITAN WATER DISTRICT  
OF SOUTHERN CALIFORNIA

## PRINCIPAL PUBLIC AFFAIRS REPRESENTATIVE (PUBLIC/EMPLOYEE OUTREACH)

<b>Group-Section:</b> External Affairs Group - Conservation and Community Services Section	<b>FLSA Status:</b> Exempt <b>Bargaining Unit:</b> MAPA	<b>Salary Grade:</b> 058 <b>Job #:</b> 289
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### JOB SUMMARY

Responsible for public outreach projects and events of substantial complexity and/or strategic importance. Areas of responsibility include development of outreach and educational materials; and project and special event coordination including identification of required resources.

### OVERSIGHT

**Supervision Received:** Receives direction from the Team, Unit, Section, or Group Manager.

**Supervision Given:** May exercise technical and/or functional direction over assigned staff.

### JOB DUTIES

1. Plans and implements projects for developing relationships with and communicating Metropolitan priorities to key constituencies within the Metropolitan service area and beyond including the education community, agriculture, civic leaders, and Metropolitan employees.
2. Coordinates and may direct special events to highlight Metropolitan's new initiatives and accomplishments, including special ceremonies, inspection trips, or conferences occasionally involving contact with members of the Board of Directors.
3. Develops new leads and advises management of significant contacts and strategic issues related to the accomplishment of business objectives.
4. Keeps and interprets data, records on performance against business objectives, and provides reports as needed.
5. Oversees development or procurement of materials and services necessary to carry out assigned projects within guidelines established by Metropolitan policy and management.
6. Keeps informed of Metropolitan programs, projects, issues, and events; and determines how to present Metropolitan programs, projects, issues, and events to internal and external audiences including highly technical subjects.
7. Performs other related duties as required.

## **EMPLOYMENT STANDARDS**

### **MINIMUM QUALIFICATIONS**

**Education and Experience:** Bachelor's degree from an accredited college or university with a major in communication, education, marketing, business administration, public relations, or a related field and eight years of increasingly responsible experience, of which two years must have been at the Senior Public Affairs level.

**Required Knowledge of:** Principles and practices of public relations and effective communication; best practices for customer service, community relations, and/or education; and pertinent federal, state, and local laws, and codes and regulations.

**Required Skills and Abilities to:** Speak and write clearly and concisely; communicate complex issues effectively with diverse groups; interpret policies and procedures; respond to requests and inquiries from the general public; and use business applications such as word processing.

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

#### **Certificates**

- None

#### **Licenses**

- Valid California Class C Driver License

#### **Registrations**

- None

### **DESIRABLE QUALIFICATIONS**

Project management ability; teaching certificate or experience with teaching and California education standards; awareness of current water issues at all levels of government; understanding of California water history; knowledge of Southern California water agencies including Metropolitan's member agencies; and active involvement in relevant community, business, or other associations.

### **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.

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Adopted: 04/27/05

Revised: 04/01/12

Supersedes: 04/27/05

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*Metropolitan Water District of Southern California*

**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

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