



THE METROPOLITAN WATER DISTRICT
OF SOUTHERN CALIFORNIA

SENIOR PUBLIC AFFAIRS REPRESENTATIVE

Group-Section: External Affairs	FLSA Status: Non-Exempt Bargaining Unit: AFSCME	Salary Grade: 48 Job #: YA89
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JOB SUMMARY

This is the advanced journey level position performing Senior Public Affairs Representative job duties.

DISTINGUISHING CHARACTERISTICS

Positions at this level are recognized as technical specialist using initiative and resourcefulness in deviating from traditional methods or researching trends and patterns to develop new methods, criteria, or proposed new policies. Decisions regarding what needs to be done include interpreting data, planning of the work, or refining the methods and techniques to be used. The work involves established criteria; formulating projects; assessing program effectiveness; or analyzing variety of unusual conditions, problems, or questions. The work product or service may affect activities, or the operation of other organizations.

OVERSIGHT

Supervision Received: The supervisor sets the overall objectives and resources available. The employee and supervisor, in consultation, develop the deadlines, projects, and work to be done. At this level, the employee, having developed expertise in the line of work, is responsible for planning and carrying out the assignment; resolving most of the conflicts that arise; coordinating the work with others as necessary; and interpreting policy on own initiative in terms of established objectives. In some assignments, the employee also determines the approach to be taken and the methodology to be used. The employee keeps the supervisor informed of progress, potentially controversial matters, or far-reaching implications. Completed work is reviewed only from an overall standpoint in terms of feasibility, compatibility with other work, or effectiveness in meeting requirements or expected results.

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. Prepares and edits news releases and various print and online publications, multimedia presentations, reports, magazines, newsletters, brochures, education curricula, web updates, speeches, talking points, scripts, and letters to the editor.
2. Delivers speeches to various community and civic groups and assists those groups in arranging programs.
3. Acts as a liaison and arranges interviews with members of community and media outlets.
4. Acts as a member agency liaison in support of community relations.

5. Plans, organizes, and conducts special tours of Metropolitan and other agencies for media, Board of Directors, member agencies, and others. Coordinates transportation for tours and other associated activities.
6. Plans, designs, and coordinates logistics, site planning, staffing, materials, exhibits, and displays for meetings, conventions, and other community events for media, education, or community relation programs. May act as liaison and public spokesperson for Metropolitan.
7. Promotes the use of Metropolitan's educational materials through outreach.
8. Leads and conducts teacher in-service training and workshops, classroom presentations, assembly programs, and field trips focusing on Metropolitan initiatives and curricula for education programs.
9. Coordinates, trains, and schedules volunteers for water education and outreach programs. Creates and maintains reports of volunteer hours and in-kind contributions.
10. Acts as Project Manager; plans, coordinates, and conducts projects within area of responsibility, including monitoring scope, quality, budget, and schedule.
11. Performs other related Public Affairs Representative 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 six years of relevant experience of which two years of experience must have been at the Public Affairs Representative II level; or a Master's degree from an accredited college or university in a related field and four years of relevant experience of which two years of experience must have been at the Public Affairs Representative II level.

Required Knowledge of: Marketing and community outreach through a variety of media; a variety of writing styles and techniques including newspaper, magazine, and corporate; Metropolitan history, mission, issues, programs, projects, and people; principles and practices of public relations; news media operations; research tools, facilities, and methodologies; English usage, spelling, grammar, and punctuation; applicable federal, state and local laws, codes, and regulations; project management; and current office technology and equipment.

Required Skills and Abilities to: Write clearly, concisely, creatively, and correctly; write to create interest in Metropolitan matters; incorporate Metropolitan goals into various publications; develop and maintain effective communications with the news media; interpret policies and procedures; respond to requests and inquiries from the general public; perform public speaking; use independent judgment and exercise discretion; problem solve; prioritize and multi-task; communicate clearly and concisely, both verbally and in writing; establish and maintain effective working relationships with those contacted in the course of work; work independently and in a team environment; lead and train; and operate current office equipment including computers and supporting applications.

CERTIFICATIONS, LICENSES, AND REGISTRATIONS REQUIREMENTS

Employees in this position may be required to obtain and maintain the following certifications, licensing and registrations:

Certificates

- None

Licenses

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

Registrations

- None

PHYSICAL DEMANDS, WORK ENVIRONMENT, AND 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 job duties of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the job duties.

Physical Demands: The work requires some physical exertion such as long periods of standing; walking over rough, uneven, or rocky surfaces; recurring bending, crouching, stooping, stretching, reaching, or similar activities; recurring lifting of moderately heavy items such as personal computers and record boxes. The work may require specific, but common, physical characteristics and abilities such as above-average agility and dexterity.

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.