



THE METROPOLITAN WATER DISTRICT  
OF SOUTHERN CALIFORNIA

## PRINCIPAL PUBLIC AFFAIRS REPRESENTATIVE (MEDIA OUTREACH)

<b>Group-Section:</b> External Affairs Group - Media and Communication 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 media relations, public outreach projects, events, and/or written internal and external communications of substantial complexity or strategic importance.

### 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 strategic projects to communicate Metropolitan priorities to key constituencies within the Metropolitan service area and beyond including the news media, civic leaders, Metropolitan employees, and the general public.
2. Plans and creates a variety of external communications products such as press advisories, press releases, external newsletters, video productions, and/or advertising and marketing programs; writes articles and/or scripts for internal and external communication products; writes materials for strategic and internal reports; and writes speeches and other materials for executive management.
3. Responds to news media inquiries; arranges and manages news media interviews with Metropolitan source experts, managers, executive staff, and/or directors; responds to inquiries from the public; and represents Metropolitan to the news media in some circumstances including crisis communications.
4. Coordinates or assists with development and implementation of Metropolitan's public information projects within Latino and minority communities; develops bilingual press and collateral material; and oversees translations of all Metropolitan external communications.
5. Keeps informed of Metropolitan programs, projects, issues, and events; determines how to present Metropolitan programs, projects, issues, and events to internal and external audiences including highly technical subjects.
6. 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 journalism, advertising, marketing, television and film production, public relations, business administration, or related field and eight years of increasingly responsible experience in media relations, publication, and corporate writing, publication production, or public outreach campaigns within a news media or public relations setting, of which two years of experience must have been at the Senior Public Affairs level.

**Required Knowledge of:** 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; and pertinent federal, state, and local laws, codes and regulations.

**Required Skills and Abilities to:** Write clearly, concisely, creatively, and correctly regarding Metropolitan matters; 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; 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**

Principles and practices of printed and online publishing; knowledge and experience in printing techniques; public information principles; project management; advertising and marketing theory and techniques; video production principles; script writing and formatting; video camera techniques; video editing; and bilingual media relations.

### **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.

Job Title: Principal Public Affairs Representative (Media Outreach)

Job Code: 289

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Page: 2

**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