



Public Affairs Supervisor

DEFINITION

Under general direction from the General Manager, supervises, plans, organizes, and performs a wide variety of media relations, public information, legislative activities and intergovernmental affairs, and water education assignments on behalf of the District; plans, assigns, supervises, and evaluates the work and performance of assigned staff; provides general information to the public about District programs and services; researches, writes, edits, and manages the design and printing of various periodic and special publications; writes speeches and comments for use by Board members and staff at community and District events; responsible for the development and implementation of education programs on a variety of water related topics; plans, directs, coordinates, and manages the development of District-wide policies, plans, and projects; serves as District representative on various local, regional, and state committees; provides responsible advice and counsel to the General Manager, District managers, and other District staff on media and community relations and legislative issues; supervises and may serve as events coordinator for special District events; and performs related work as required.

DISTINGUISHING CHARACTERISTICS

Public Affairs Supervisor is a first level supervisory classification. Under general direction, within a framework of established policies and procedures, the incumbent performs highly complex professional supervisory tasks and public information, intergovernmental and legislative affairs, and water education assignments on behalf of the District; provides high-level advice to the General Manager and other Executive staff regarding Public Affairs and its District-wide impact. Assignments are given in general terms and subject to periodic review usually upon completion. There is significant latitude for discretion and independent judgment in the selection of work methods to achieve established goals.

This classification is distinguished from the Public Affairs Specialist classification series by responsibility for the supervision of Public Affairs Specialist and overall responsibility for directing media relations, public information, intergovernmental and legislative affairs, and water education activities for the District. This classification is distinguished from the General Manager in that the latter is the chief executive responsible for the effectiveness of all District operations and provides direction to this classification.

TYPICAL DUTIES

TYPICAL EXAMPLES OF DUTIES MAY INCLUDE BUT ARE NOT LIMITED TO THE FOLLOWING:

- Plans, develops, and implements media relations and public information master plan, goals and objectives; prepares and administers internal policies and procedures related to media relations and public information; interprets and explains applicable rules, laws, and regulations to managers, supervisors, and others.

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- Maintains relationships with the media; works with the General Manager to plan and hold media briefings to announce major news, respond to media inquiries, and to serve as a member of the District's emergency operations team.
- Responsible for the development and implementation of the water education master plan.
- Prepares and recommends various policies and procedures of District-wide or broad District impact; reports on the effectiveness of established policies and procedures and recommends improvements where appropriate.
- Participates in, and manages, implementation of the District's Strategic Plan and related activities, and other Board-directed initiatives and policy efforts.
- Reviews and evaluates various District planned programs and initiatives for trend analysis, legislative impact, public impact, and overall organizational management in relation to other District responsibilities; anticipates future needs and District impacts.
- Develops and implements the District's state and federal legislative agenda; reviews and analyzes proposed federal, state, and local legislative programs to determine possible impacts on the District's policies and procedures; ensures compliance with applicable programs and requirements; manages legislative contacts and proposals.
- Interviews and hires new staff; prioritizes, assigns, and reviews work; approves time off for payroll purposes; prepares employee performance evaluations; monitors and participates in employee relations activities within the department.
- Coordinates preparation of the annual budget request for the work unit; reviews staffing, equipment, and supply needs based upon recent trends and planned activities; monitors expenditures after budget adoption and approves purchase requisitions for materials and supplies.
- Prepares and/or coordinates a variety of reports, correspondence, articles, and graphic materials; consults with District staff to research and write technical information and reports for official District publications; photographs facilities and maintains the District's photo collection; writes and reviews press releases for media and articles for professional newsletters on topics related to District programs, facilities, and issues; writes scripts and coordinates production of videos and computer-based educational lessons; coordinates the design and production of displays and exhibits.
- Recommends selection of public affairs-related consultants; oversees the coordination and management of public affairs consultants.
- Coordinates community and public affairs activities with other departments and divisions; provides responsible advice and counsel to the General Manager and department and division managers on a variety of public affairs issues; oversees maintenance of public affairs project files and work papers; responds to requests and prepares and presents reports to the Board of Directors.
- Assists departments and divisions in formulating and coordinating strategic business or organizational plans and procedures.

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- Oversees the design, writing, and printing of newsletters, brochures, fact sheets, reports, and other educational literature for dissemination to the public; assists other staff members by writing and editing documents.
- Remains abreast of current technological developments that can be used to increase the effectiveness of internal and external communications.
- Oversees the District's social media sites and website content.
- Represents the District on various external committees; coordinates with other agencies regarding the development of water conservation publicity campaigns; represents the District and coordinates work with federal and state agencies, industry groups, other water agencies, government, and stakeholder entities such as city and county governments, community groups, and the public.
- Attends Board of Director, Board Committee, and Executive staff meetings; prepares and presents staff reports and agenda items for consideration by the Board; serves as advisor to the General Manager and Board on Public Affairs issues.
- Represents the District to outside groups and organizations; acts as District liaison on various inter-agency coordination projects; may lead team of District staff engaged in discussions with representatives of other governmental entities.
- Performs other related work as required.

REQUIREMENTS

Any combination of education and experience that would likely provide the required knowledge, skills, and abilities is qualifying. A typical way to obtain the knowledge, skills, and abilities would be the equivalent of:

Education and Experience:

Possession of a Baccalaureate degree from an accredited college or university with a major in journalism, communications, English, public relations, public administration, political science, business, environmental studies, engineering studies, or a related field; and four (4) years of journey-level experience in the field of public information, public relations, engineering, or environmental studies, including one (1) year of lead experience OR completion of the District's Leadership Skills Training Program. Supervisory experience desired.

If not previously completed, completion of the District's Leadership Skills Training Program is required following hire.

Knowledge, Skills, and Abilities:

Knowledge of: principles and practices of public information, communications theory, and environmental education; current California water policies, politics, and issues; public relations and marketing strategies; principles and methods of the legislative process and implementation; project and program management; natural history, environmental concepts, and the science of water; principles of effective written communication, including strong editing skills; principles and practices of graphic design, layout, and printing; social media applications; public speaking and presentation methods; techniques for working with the public on an individual and group basis;

correct English usage including spelling, grammar, vocabulary, and punctuation; modern principles and practices of effective employee supervision, training, and personnel management; employee relations concepts and methods; safe work practices and the ability to identify workplace hazards and/or unsafe conditions and take appropriate corrective action; modern office practices, methods, and computer equipment and applications related to the work, including word processing, database, and spreadsheet software.

Skill and Ability to: plan, organize, and direct complex projects and programs of wide impact; coordinate, direct, and conduct analyses and form recommendations; analyze administrative and organizational problems for a variety of programs systems and procedures; analyze, interpret, and apply information, choose among alternative courses of action and make sound recommendations; plan, develop, and administer water education and public information programs; interpret and communicate District policies and procedures to the public; coordinate effectively with management personnel; understand scientific, engineering, and water principles and be able to explain them to a wide variety of audiences; research a wide variety of topics and distill the information into written publications or spoken presentations; make effective verbal presentations in front of groups of people; plan and organize District special events such as groundbreakings and dedications; serve as District representative on a variety of external committees; manage the design and production of District publications; maintain detailed and accurate records; prepare clear and concise written reports; safely operate a vehicle; perform the essential duties of the job without causing harm to self or others; prioritize work based on need and deadline; operate modern office equipment including computer equipment and specialized software applications programs; communicate clearly and concisely, both orally and in writing; establish, maintain, and foster positive and effective working relationships with those contacted in the course of work.

Additional Requirements:

- Must possess a valid California driver's license and have a satisfactory driving record.

Working Conditions/Physical Requirements:

On a daily basis, the essential duties of this classification are performed in both a controlled-temperature office and field environment requiring the ability to: sit at a desk for extended periods of time in front of a computer screen; use a telephone, computer and other standard office equipment on a daily basis; intermittently twist to reach equipment or supplies surrounding desk; use feet and hands to safely and effectively operate a vehicle to travel to various sites; stand for extended periods of time while making group presentations; clearly see to perform assignments; hear and speak to make presentations and communicate with the public; and lift and carry boxes of education supplies or other teaching materials weighing up to 20 pounds and occasionally up to 40 pounds.

The essential functions of these classifications require frequent driving to perform essential job duties which may include attending meetings or doing business at various off-site locations. Alternative forms of transportation are not suitable due to security concerns, logistical challenges, and time constraints.

Occasionally, the essential duties of this classification are performed in the field under various climatic and geographic conditions in an environment with exposure to high frequency and constant noise, dust, allergens, and other environmental irritants and around moving equipment and vehicles and require the ability to: use feet and hands to operate a vehicle.

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Approved: 
Human Resources/Risk Manager

