JOB DESCRIPTION

Coachella Valley Water District               Date: September 11, 2014

TITLE:   Director of Communication and Conservation

SECTION:  Communication/Conservation

DEPARTMENT:  Administration

REPORTING RELATIONSHIP:

Reports to:   General Manager

Supervises the following positions: Communications & Legislative Specialist, Communications Specialist, Communications Assistant, Public Information Associate, Multimedia Specialist, Education Specialist, Education Associate, Conservation Coordinator and Administrative Assistant, Communication and Conservation/Service.

DEFINITION:   Plan and organize public outreach and education programs to keep the public informed about District activities and water-related issues; manage the Public Relations functions, including communications between organizational representatives and the public to build, manage and sustain a positive image; maintain cooperative relationships with media representatives and conduct media interviews as the District spokesperson, ensuring key messages coincide with overall organizational goals; utilize marketing techniques to create and maintain branding recognition; participate in analyzing and developing Districts positions on legislation; oversee conservation rebate and incentive programs; supervise other District public information personnel and do related work as required.

ESSENTIAL FUNCTIONS:

1. Manage external communication programs including news media relations, integrated marketing communications and advertising, community presentations, tours and events, publications, direct mail and social media programs.

2. Manage internal communication programs including employee newsletters.

3. Plan, direct, coordinate and review the work plan for assigned staff; assign work activities, projects and programs including preparation and dissemination of news releases, displays, speeches, brochures, publications and advertisements.

4. Plan, coordinate and manage the development of advocacy interests in local, state and federal issues.

5. Supervise District’s legislative advocacy activities.

6. Promotion and protection of the District’s short- and long-term legislative, regulatory and policy objectives.
ESSENTIAL FUNCTIONS (Cont.)

7. Review and evaluate work products, methods and procedures.

8. Meet with staff to identify and resolve problems.

9. Communicate with the General Manager and Board of Directors regarding issues that affect the District’s community relations, public image and legislative issues.

10. Develop and implement marketing and communications strategies to ensure that a consistent and clear message is delivered for various issues and projects that impact the District and its mission.

11. Develop partnerships with, and serve as a contact for, other public agencies, media outlets, community groups and others to extend the reach of District strategic communications. Serve as District spokesperson.

12. Coordinate the services of community outreach contractors or consultants including printers, graphic designers, public relations and advertising agencies, public opinion research firms and film producers.

13. Edit various technical publications.

14. Establish and maintain contract with various news media community groups and organizations and government representatives; serve as the liaison for this office.

MINIMUM QUALIFICATIONS:

License or Certificates: Valid California Operators license issued by the State Department of Motor Vehicles. Department of Motor Vehicles driving record may influence employment or classification.

Experience: A minimum of five years increasingly responsible corporate communications, media relations, public relations, community relations, marketing, journalism or related experience within the most recent ten years, including two years of management and supervision of professional and technical staff is desirable.

Education: A bachelors degrees in communications, marketing, journalism, public relations or related field from an accredited four-year college or university is preferred. A Masters degree is desirable and may substitute for a maximum of two years of the management or supervisory experience.
MINIMUM QUALIFICATIONS (Cont.):

Knowledge of:
- Principles and practices of public relations and public information.
- Legislative activity, especially in California.
- Preparation and editing of publications.
- English grammar, spelling and vocabulary.
- Principles and practices of public speaking.
- Newspaper style writing and format.
- District policies, procedures and functions.
- History and geography of the District, the Coachella Valley, and major California water systems.

Abilities:
- Accurately research, interpret, and communicate District related facts, procedures, and policies to other agencies, media and public.
- Write and edit copy for publication, news releases, correspondence and speeches.
- Organize and present material utilizing effective public speaking methods to diverse audiences.
- Maintain good public relations with individuals and groups seeking information about District activities and functions.
- Desktop publishing.
- Understand implications of proposed legislation and communicate concerns to others.
- Work cooperatively with others.

PHYSICAL REQUIREMENTS:

Driving: Light

See Human Resources for physical assessment form.