



Government & Community Affairs Manager

DEFINITION:

Under the general direction of the General Manager/CEO, the Government & Community Affairs Manager is responsible for the coordination, administration, and management of the District's communications and community relations, legislative and intergovernmental affairs, grant funding development activities, and strategic initiatives.

This position represents this District and the Board of Directors in the community and with local, regional, state and federal partner agencies; fosters transparency, community trust, and regional collaboration; and develops and implements communications and public outreach strategies at the local, state, and federal level to advance the District's priorities and protect the District's interests.

This position also manages the District's crisis and emergency communications, media relations, conservation and community education programs.

SUPERVISION RECEIVED/EXERCISED:

Receives general and administrative direction from the General Manager/CEO or their designee. May provide technical and functional direction over professional, technical and assigned personnel.

DISTINGUISHING CHARACTERISTICS:

This is a professional-level, confidential position and works closely with the General Manager/CEO in developing and maintaining a unified internal and external voice for programs and projects within the District through various communication strategies and media.

This position assists District management in disseminating information specific to each department and/or project while creating, and is responsible for developing, a unified external outreach program.

The role requires a strong understanding of local government operations, the regulatory landscape, and the unique environmental, economic, and social dynamics of the region.

EXAMPLES OF ESSENTIAL FUNCTIONS (Illustrative Only):

Management reserves the right to add, modify, change, or rescind the work assignments of different positions and to make reasonable accommodation so that qualified employees can perform the essential functions of the job. The following reflects the general duties and responsibilities of this position and should not be considered all-inclusive. Other duties may be assigned as prioritized by the General Manager/CEO.

- Serve as the primary communications officer and public affairs strategist for the District.
- Develop and implement a proactive and transparent communications and marketing program that reflects the District mission and vision, enhances public trust, and fosters community engagement.
- Manage District branding and digital presence, including website management, social media strategy and content, newsletters, publications, reports, advertisements, and visual storytelling.
- Manage community engagement initiatives and public education campaigns related to District programs, rates, capital improvement and grant-funded projects, conservation programs, recreation activities and events, and special initiatives.
- Develop, write, edit, design and produce various communication materials, in cooperation with District departments; including (but not limited to): newsletters, brochures, fact sheets, press releases, articles, multi-media presentations, social media and website content, emergency alerts and notices, legislative correspondence, reports and special publications.
- Act as lead spokesperson and media contact, managing the District's media relations and reputation with local and regional media outlets.
- Manage the communications of the District's Emergency Response Plan and serve as the District's Community Liaison and Chief Emergency Contact during District-wide emergencies. Works with local agency partners during an emergency to develop and direct emergency information to the District residents, local media, District employees and the public.
- Research and prepare grant applications, proposals, and related materials for District projects and operational needs. Manage District grant reporting and deliverables to granting partner agencies, with assistance from department managers and staff.
- Collaborate with department managers and staff to ensure internal communications and employee messages are timely, accurate, and consistent.
- Collaborate with the Customer Service Team to develop and implement customer outreach, ensuring messages, directions, and notices are timely, accurate, and consistent.
- Lead and manage the District's legislative affairs programs, including developing strategy and monitoring legislation, developing collateral materials and preparing

policy communications, and coordinating with elected officials and legislative representatives on key issues impacting the District and the region.

- Represent the District in federal, state, and local legislative and regulatory proceedings to further the District's strategic interests. In coordination with the General Manager/CEO, manage and direct the District's state and federal lobbying contracts and direct consultant work.
- Develop and maintain effective and cooperative relationships with District partners, elected officials and organizations, and participate in community and professional groups and committees.
- Maintain oversight and administration of the Communications Department budget and financial responsibilities to external advertising and promotional outlets, vendors, and partners.
- Attend Board, Committee and Commission meetings as directed or required; prepare monthly Board and Commission reports and agenda items as directed or required; attend public meetings as directed or necessary.
- Participate in the development and implementation of District strategic plans, master plans, policies, procedures, and standards.
- Attend training, seminars and educational classes as necessary to maintain relevancy with current technologies and information on District-related subjects.

MINIMUM QUALIFICATIONS:

Any Combination of education and/or experience that provides the required knowledge, skills, and abilities to perform the essential functions of the position. A typical combination includes:

EDUCATION & EXPERIENCE:

- Equivalent to a Bachelor's degree from an accredited college or university, in public affairs, public relations, communications, legislative affairs, business, environmental science, environmental management, or related field; and
- A minimum of six (6) years of progressively responsible professional experience in the public sector, specifically working in the field of communications, government and state legislative affairs, public relations, and other related experience may be considered.
- Previous experience communicating with a range of audiences, including the public, public agencies, and the media, is desired. Previous experience with public speaking and on-camera interviews is highly desired.

KNOWLEDGE OF:

- Professional graphic design software and online digital design platforms.
- Social media platforms and social media management and metrics reporting software.
- Microsoft Office and data management software such as Access and Excel.

- Wordpress Content Management systems and website development software.
- Google Analytics and website metrics and reporting platforms.
- Web Content Accessibility Guidelines (WCAG) 2.0 Level AA standards and website accessibility software and tools.
- Proficient use of digital cameras, video camera equipment, drone camera equipment.

ABILITY TO:

- Communicate clearly and concisely, both orally and in writing for a broad audience of District employees, Board of Directors and Commissioners, government agency partners, media outlets, and other external stakeholders.
- Develop and maintain professional relationships with internal and external personnel; and demonstrate teamwork and cooperation, fostering a positive work environment and culture of trust and transparent communication across the District.
- Maintain a broad knowledge of the District's strategic priorities, infrastructure, facilities, programs, and issues currently faced by residents within the District and the local region.
- Maintain confidentiality and professionalism in all situations, both internal and external.
- Gain cooperation through discussion and positive negotiation tactics. Work independently and operate with minimal supervision.
- Prioritize a constantly shifting workload with variable deadlines and unrelated deliverables to various internal departments and external agencies and stakeholders.
- Organize and prioritize a wide variety of tasks in an effective and timely manner.
- Maintain professionalism in public settings and make decisions and statements conforming to the District's policies, procedures, standards, and ordinances.
- Work well under pressure and maintain critical accuracy and transparency in emergency situations and crises impacting the District and surrounding region.
- Read and follow safety procedures.

LICENSES:

Possession of a valid driver's license along with a driving record acceptable to the District and the District's insurance carrier.

CERTIFICATIONS:

- Public Information Officer Certificate and/or SEMS/NIMS introduction course is desirable.
- Public Relations Society of America – Accreditation in Public Relations is desirable.
- National Disaster & Emergency Management University (NDEMU) Public Information Officer (PIO) training program completion is desirable.

- Federal Aviation Administration (FAA) Part 107 – Commercial Drone Pilot Certification is desirable.

TOOLS AND EQUIPMENT USED:

Personal computer, including current communication related software programs; phone, mobile device, camera, drone-based aerial camera, copy machine, facsimile and other modern office equipment.

PHYSICAL DEMANDS:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job in compliance with the American with Disabilities Act (ADA) requirements. On a case-by-case basis, reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions.

Work is performed mostly in an office setting. Hand-eye coordination is necessary to operate computers and various pieces of office equipment; use fingers to write or type.

While performing the duties of this job, the employee is occasionally required to stand; walk; use hands to finger, handle, feel or operate objects, tools, or controls; and reach with hands and arms. The employee is occasionally required to sit; climb or balance; stoop, bend, kneel, crouch, or crawl; talk or hear; and smell.

The employee will occasionally be required to lift or move up to 50 pounds and may need to carry for approximate distances up to 100 feet.

Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus.

The employee may be required to operate a vehicle to attend meetings, presentations or events.

WORK ENVIRONMENT:

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this position. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee will occasionally be working outdoors and will have to tolerate adverse weather conditions. The employee occasionally works around moving mechanical parts and is occasionally exposed to wet

and/or humid conditions, dust, noise, pollens or airborne particles, and fumes. The noise level in the work environment is usually quiet to moderate.

Occasional travel out of town is required.