

PADRE DAM MUNICIPAL WATER DISTRICT CLASS SPECIFICATION

CLASS TITLE: Communications Manager

DEPARTMENT: Administration	ACCOUNTABLE TO: General Manager	FLSA STATUS: Exempt
SALARY RANGE:	35	
<p>CLASS SUMMARY: Under the direction of the General Manager, incumbent develops and administers communications that enhance the image of Padre Dam among customers and employees, in the community, with other agencies, the water and wastewater industries, elected officials and the media. Duties include: developing and managing a brand strategy for Padre Dam; interfacing with and advising the General Manager, Board of Directors, Department Heads and the Employee Involvement Team; serving as media spokesperson and community liaison; water conservation; special events; educational programs; legislative advocacy; primary/secondary market research; multi-agency programs; crisis communications; copywriting and design of internal and external communications for print and web; staff supervision; budget management and the performance of other duties as assigned.</p>		
<p>DISTINGUISHING CHARACTERISTICS: This is the second level in a two level public information series. The Communications Manager is distinguished from the Communications Coordinator in that the Manager has full supervisory authority and full responsibility for strategic and long term planning decisions.</p>		

DUTY NO.	ESSENTIAL DUTIES: (These duties are a representative sample; position assignments may vary.)
1.	Supervises staff to include: assigning and monitoring work, training or ensuring staff are trained, setting performance standards, conducting performance evaluations and making hiring and termination recommendations.
2.	Develops a brand strategy and communicate Padre Dam’s Vision, Mission, Values and Strategic Goals on every face of the organization, and at every point of contact with the customer.
3.	Administers communications function including developing and managing budget and expenditures and developing annual communications plan.
4.	Copywriting and graphic design for internal and external communications, including annual reports and publications, press releases, agenda reports and all printed communications.
5.	Organizes, copywrites, designs, produces and manages all web-based communications.
6.	Participates in the San Diego County Water Authority’s regional water conservation programs; attend training sessions; promote water conservation programs to residential and commercial customers.
7.	Works with and advises the General Manager, Board of Directors, Department Heads and the Employee Involvement Team on communications issues.

PADRE DAM MUNICIPAL WATER DISTRICT CLASS SPECIFICATION

CLASS TITLE: Communications Manager

DUTY NO.	ESSENTIAL DUTIES: (These duties are a representative sample; position assignments may vary.)
8.	Participates in, or directs, employee committees and teams in the completion of special projects.
9.	Develops, markets and manages events for children and families at Santee Lakes.
10.	Participates in the multi-agency development and management of a regional marketing plan for The Water Conservation Garden, and in other multi-agency initiatives.
11.	Promotes the San Diego County Water authority’s educational programs, and Padre Dam’s tours of the Water Recycling Facility and The Water Conservation Garden, to the schools in Padre Dam’s service area.
12.	Completes primary and secondary market research.
13.	Participates in a community service organization or program.
14.	Develops annual and biannual mandated reports such as Best Management Practices Reports for the California Urban Water Conservation Council and the state-mandated Urban Water Management Plan.
15.	Serves as media spokesperson and community liaison.
16.	Provides legislative outreach for Association of California Water Agencies.
17.	Develops and implements, as needed, a crisis communications plan.
15.	Performs other duties of a similar nature or level.

Knowledge (position requirements at entry):

- Branding, marketing, public relations, customer service and advertising principles;
- Copywriting, graphic design, desktop publishing and website principles and techniques;
- Primary and secondary market research;
- Event management principles;
- Basic Mathematics.

PADRE DAM MUNICIPAL WATER DISTRICT CLASS SPECIFICATION

CLASS TITLE: Communications Manager

Skills (position requirements at entry):

- Brand development and management, including strategy, identity and communications;
- Creative direction of brand communications, including campaign development, copywriting and design;
- Preparing and presenting correspondence, press releases, reports and public education programs;
- Preparing budgets;
- Event marketing, sponsorship and coordination;
- Proficiency with computers, word processing, e-mail, graphic design and web production software applications;
- Public speaking and presentations;
- Necessary communication and interpersonal skills to convey and exchange information with the general public, coworkers, supervisor and Board.

Training and Experience (position requirements at entry):

Bachelor's Degree in Marketing, Public Relations, Communications, Journalism, Business Administration, or a related field and five years of progressively responsible marketing communications, public relations or public information experience and two years of progressively responsible supervisory experience; or, an equivalent combination of education and experience sufficient to successfully perform the essential duties of the job such as those listed above.

Licensing Requirements (position requirements at entry):

- Valid California Driver's License.

Physical Requirements:

Positions in this class typically require: sitting, standing, lifting, mobility, fingering, talking, hearing, seeing and repetitive motion.

Incumbents may be subjected to travel.

Sedentary Work: Exerting up to 10 pounds of force occasionally and/or a negligible amount of force frequently or constantly to lift, carry, push, pull or otherwise move objects, including the human body. Sedentary work involves sitting most of the time. Jobs are sedentary if walking and standing are required only occasionally and all other sedentary criteria are met.

Classification History:

Date: 7/01; 1/02; 7/03; 7/04 (title change from Public Affairs Manager); 1/05