

PADRE DAM MUNICIPAL WATER DISTRICT CLASS SPECIFICATION

CLASS TITLE: Director of Communications

DEPARTMENT: Administration	ACCOUNTABLE TO: Chief Executive Officer/General Manager	FLSA STATUS: Exempt
SALARY RANGE:	45	
<p>CLASS SUMMARY: Under policy direction of the Chief Executive Officer/General Manager, incumbent is a member of the senior management team and is responsible for directing the activities of the Communications Department. Duties include supervising staff, planning, goal setting and budgeting for departmental activities, including internal and external communications, water conservation, customer billing and support, media relations, legislative advocacy, and providing communications support to the Board of Directors, Chief Executive Officer/General Manager, Management Team and other departments.</p>		
<p>DISTINGUISHING CHARACTERISTICS: The Director of Communications is a stand-alone classification in that it serves as a member of the senior management team, which is responsible for the development of District-wide policies, goals, objectives and priorities.</p>		

DUTY NO.	ESSENTIAL DUTIES: (These duties are a representative sample; position assignments may vary.)
1.	Participates on the senior management team in the development of District-wide policies, goals, objectives and priorities; provides leadership in addressing emerging issues in the community.
2.	Supervises staff, including assigning and reviewing work, training, resolving conflicts, interviewing applicants, conducting performance evaluations, handling disciplinary actions, and making hiring and termination decisions.
3.	Directs the development of goals, policies, budgets, priorities, timelines and deadlines for the Communications Department.
4.	Initiates departmental and multi-departmental program audits and process management to increase efficiency and customer value;
5.	Designs and administers the District's brand identity, including logos, logotypes and taglines; environmental, directional and vehicle signage; stationery package; and graphic standards for all District communications.
6.	Develops and administers the District's communications strategy to ensure overall alignment with the District's vision, mission and goals.
7.	Designs and manages the District's external communications, including print, direct mail and online communications, to ensure timely information flow to customers, stakeholders and policy makers.
8.	Designs and manages strategic internal communications to enhance employee engagement and promote understanding of District and industry priorities and issues.
9.	Manages the District's reputation and risk in the media through appropriate media relations and protocols; serves as spokesperson for the District, responding to media inquiries and drafting statements, press releases, fact sheets and talking points.
10.	Represents the District, speaks and makes presentations at community or professional meetings and to the Board of Directors on a variety of District and industry issues.

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11.	Plans and coordinates special events, including event marketing and the development and management of corporate sponsorship opportunities.
12.	Provides communications support to the Board of Directors, Chief Executive Officer/General Manager, senior management team, employee involvement team and other departments; writes, reviews, and edits essential internal and external communications prior to dissemination to ensure accuracy, clarity, appropriateness and a consistent brand message.
13.	Respond to and resolve difficult and sensitive inquiries and complaints.
14.	Directs customer service, including the opening and closing of customer accounts, customer billing, remittance processing, collections and telephonic and in-person customer support; ensures timely and accurate performance.
15.	Initiates and directs the use of technology and implementation of best management practices in customer service, including online bill presentment and payment, web-based customer self-service options and the use of lockbox services.
16.	Develops and directs the implementation of the District's water conservation education, incentives and enforcement programs; provides information to customers on conservation regulations; ensures District compliance with regional, State and Federal regulations, including CUWCC Best Management Practices; coordinates development of the District's Urban Water Management Plan.
17.	Participates in the development and management of customer water budgets and water budget based rates to encourage water efficiency.
18.	Manages District participation in multi-agency initiatives, programs, events and legislative advocacy.
19.	Performs other duties of a similar nature or level.
20.	May serve as Acting General Manager as assigned.

Knowledge (position requirements at entry):

- Principles, practices and procedures of business organization, administration, budget and human resources management.
- Federal, State, municipal laws, statutes, codes and ordinances related to assigned areas.
- Local government financial practices and procedures.
- Methods and techniques of research, statistical analysis and report presentation.
- Principles and practices of branding, communications and marketing.
- Principles and techniques of journalistic writing and reporting.
- Communication theory.
- Media sources and resources.
- Computer systems and software utilized in a business environment.
- Training and coaching techniques.

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Skills (position requirements at entry):

- Properly interpret and make decisions in accordance with laws, regulations and policies.
- Analyze problems, identify alternative solutions, project consequences of proposed actions, and implement recommendations in support of goals.
- Develop and administer annual and long-range programs and budgets.
- Exercise good judgment, flexibility, creativity, and sensitivity in response to changing situations and needs.
- Work cooperatively and effectively with management staff, employees and others.
- Supervise, train and evaluate assigned staff.
- Communicate clearly and concisely, orally and in writing.
- Work well under pressure to meet deadlines.

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; 5/09