



Communications Manager

Department: Human Resources and Administrative Services

FLSA Status: Exempt

Salary Grade: 35

SUMMARY DESCRIPTION

Under the direction of the Director of Human Resources & Administrative Services, incumbent develops and administers communications, outreach, legislative affairs and customer information initiatives 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: strategic planning for the communications department, developing and managing communications, legislative and brand strategy for Padre Dam; interfacing with and advising the General Manager, Board of Directors, Department Heads and the Basin; Under the authority of the General Manager, serves as the 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.

ESSENTIAL DUTIES

1. Directs, develops and implements the District's internal and external communication strategy that includes objectives, strategies and tactics to ensure overall alignment with the District's vision, mission and goals. Provides support and guidance to Department Heads on department communication strategies.
2. Leads, and manages staff and outside consulting resources in the development and application of communications programs and strategies including: assigning and monitoring work, coaching, training and ensuring staff are trained, setting performance standards, conducting performance evaluations and making hiring and termination recommendations. Navigates challenges and assists with problem solving. Provides leadership and works with staff to ensure a high-performing customer oriented environment.
3. Works with and advises the General Manager, Board of Directors, Department Heads and the Basin on communications and legislative issues. Assesses community values, concerns and opinions and communicates them to the General Manager/CEO & Director of Human Resources & Administrative Services. Uses this information to anticipate external and internal customer needs and provides communications.

4. Develops a brand strategy that effectively communicates Padre Dam's Vision, Mission, Values and Strategic Goals at every point of contact with the customer. Effectively disseminates this strategy to the Communications Specialist and Coordinator.
5. Responsible for development of goals, policies, budgets, priorities, timelines and deadlines for the Communications workgroup.
6. Develops and implements Annual Communications Plan. Participates in District Strategic Planning and sets goals for communications.
7. Manages, develops and markets events and classes for the community and other Padre Dam events.
8. Monitors legislative and regulatory activities of federal, state and local government agencies and bodies. Tracks and reviews proposed legislation and regulations and evaluates potential impacts to the District. This includes analyzing, interpreting pending legislation and regulations to determine which departments may be impacted. Provides summary and updates to impacted areas. Coordinates closely with the CEO/Director of Finance on all finance related items as they relate to legislation.
9. Develops correspondence related to legislative issues of interest to the District including comment letters, testimony, fact sheets, and other advocacy communications materials. Provides necessary legislative outreach on items that could impact the District.
10. Participates in legislative related meetings held by SDCWA, ACWA, Water Reuse and other entities as necessary.
11. Develops and implements legislative policies and guidelines annually to provide guidance on key issues and topics determined to impact or benefit the District.
12. Oversight of internal and external communications, including annual reports and publications, press releases, agenda reports and all digital and printed communications.
13. Oversight of all web-based communications. Oversight of Padre Dam and East County AWP social media strategy, policies and procedures.
14. Develops and manages community outreach plans for District projects. Oversight and development of community outreach plans for the East County AWP.
15. Under the authority of the General Manager, serves as the media spokesperson and community liaison, including responding to after-hour events.
16. Oversight of the conservation outreach messages and programs to the community.
17. Participates in, or directs, employee committees and teams in the completion of special projects.
18. Develops, markets, and presents presentations on water, wastewater and other District services and issue to the Board of Directors, community and other groups.
19. Completes primary and secondary market research.
20. Actively participates in and promotes the use and benefits of the Pipeline including: basin, laterals and stream.
21. Develops and implements, as needed, a crisis communications plan, which includes participation in responding to District emergencies.
22. Purchasing Approver and responsible for the annual budget for the communications workgroup.
23. Performs other duties of a similar nature or level.

QUALIFICATIONS

The following generally describes the knowledge and ability required to enter the job and/or be learned within a short period of time in order to successfully perform the assigned duties.

Knowledge of:

1. Supervisory and leadership theories and principles;
2. Branding, marketing, public relations, customer service and advertising principles;
3. Copywriting, graphic design, desktop publishing and website principles and techniques;
4. Primary and secondary market research;
5. Event management principles;
6. Basic Mathematics.

Skills/Abilities:

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

Training/Experience Required:

1. 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:

1. Valid California Driver's License.

Safety Priorities:

1. Knowledge of General Office and field safety.
2. Proper reporting of safety violations, accidents and injuries, occupational hazards and standard safety practices, procedures and regulations.
3. Completes required and assigned safety and training assignments in a timely manner,
4. Understands proper lifting techniques,
5. Ensures that staff is adequately trained in general office safety.
6. Reads, understands and complies with District safety policies;
7. Attends staff safety meetings;

8. Reports all accidents, violations or infractions as required;
9. Ensures that departmental functions are carried out in a safe and efficient manner.
10. Has the ability to work in a safe and efficient manner and ensure that all safety training is completed by staff.

Physical Requirements:

1. Positions in this class typically require: sitting, standing, lifting, mobility, talking, hearing, seeing and repetitive motion.
2. Incumbents may be required to travel.
3. 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, 04/18, 08/20, 06/23