



January 2019
Class Code: A-65
FLSA: EXEMPT

DIRECTOR OF COMMUNICATIONS

DEFINITION

Under administrative direction, plans, organizes, manages, and provides administrative direction and oversight for all functions and activities of the Communications Department; implements comprehensive District government relations, community outreach, and media relations programs and activities; directs information technology operations and services including District-wide information systems infrastructure, network administration, and telecommunication systems; coordinates assigned activities with other District departments, officials, outside agencies, and the public; fosters cooperative working relationships among District departments and with governmental and regulatory agencies and various community groups; provides highly responsible and complex professional assistance to the District Manager in areas of expertise; and performs related work as required.

SUPERVISION RECEIVED AND EXERCISED

Receives administrative direction from the District Manager. Exercises direct supervision over supervisory, professional, technical, and administrative support staff through subordinate levels of supervision.

CLASS CHARACTERISTICS

This is a department director classification that oversees, directs, and participates in all activities of the Communications Department, including short- and long-term planning as well as development and administration of departmental policies, procedures, and services. This class provides assistance to the District Manager, in a variety of administrative, coordinative, analytical, and liaison capacities. Successful performance of the work requires knowledge of public policy, District functions and activities, including the role of the Board of Trustees, and the ability to develop, oversee, and implement projects and programs in a variety of areas. Responsibilities include coordinating the activities of the department with those of other departments and outside agencies and managing and overseeing the complex and varied functions of the department. The incumbent is accountable for accomplishing departmental planning and operational goals and objectives, and for furthering District goals and objectives within general policy guidelines.

EXAMPLES OF TYPICAL JOB FUNCTIONS (Illustrative Only)

Management reserves the right to add, modify, change, or rescind the work assignments of different positions and to make reasonable accommodations so that qualified employees can perform the essential functions of the job.

- Develops, directs, oversees, and implements comprehensive public and governmental relations programs utilizing various forms of media including press releases, newsletters, public service announcements, articles, speeches, position papers and other District-produced informational publications; oversees and determines methods of presentation and distribution of information to the public; represents the District in governmental relations.

- Plans, organizes, controls, integrates, and evaluates information technology programs, services, and activities, including information systems infrastructure, network administration, and telecommunication systems.
- Plans, organizes, and integrates the work of Communications Department in coordination with District departments and a wide range of public agencies within the District's boundaries; serves as a liaison with other agencies to collaborate and develop new partnerships to expand District outreach activities.
- proposes strategies for enhancing District communications.
- Selects, trains, motivates, and directs department personnel; evaluates and reviews work for acceptability and conformance with department standards, including program and project priorities and performance evaluations; works with employees on performance issues; implements discipline and termination procedures; responds to staff questions and concerns.
- Develops, directs, and coordinates the implementation of goals, objectives, policies, procedures, and work standards for the department; establishes, within District policy, appropriate budget, service, and staffing levels.
- Manages and participates in the preparation and administration of assigned budgets; maintains and monitors appropriate budgeting controls; monitors compliance with budget parameters and general financial policies.
- Manages, directs and coordinates the work plan for the assigned function; meets with staff to identify and resolve problems; assigns work activities, projects, and programs; monitors workflow; reviews and evaluates work products, methods, and procedures.
- Oversees the formulation, strategic development, implementation, and evaluation of the District's communications, and government and community relations programs, projects, and activities.
- Oversees and manages the administration and maintenance of the District's information technology infrastructure; evaluates, selects, and approves District computer purchases; develops long-term information systems strategies to plan for and control network upgrades and growth; evaluates and implements new technologies; and encourages innovation among technical staff in the utilization and implementation of ideas and techniques.
- Develops and manages the District's comprehensive public relations program, including review of materials developed by other departments for public distribution and outreach programs, projects, and issues of importance to the District; oversees and coordinates information being featured or maintained on the District's web site.
- Promotes District-sponsored community events, activities and programs; acts as a liaison to citizens, schools, and community groups in providing information and promoting a positive image of the District.
- Provides highly complex staff assistance to the District Manager; prepares and presents staff reports and other necessary correspondence related to assigned activities and services; presents reports to various commissions, committees, and boards.
- Attends and participates in meetings of the Board, commissions, and committees as required and serves on assigned committees, community groups, and task forces; prepares board presentations and reports; stays abreast of new trends and innovations related to public and governmental relations programs.
- Monitors changes in laws, regulations, and technology that may affect District or departmental operations; enforces safety regulations; implements policy and procedural changes as required.
- Directs the maintenance of working and official departmental files.

- Receives inquiries and provides information to the public regarding a wide variety of topics and successfully communicates with the public, other agencies, and a variety of news media; responds to media questions and inquiries.
- Prepares public information response plan for emergency and disaster situations.
- Responds to difficult and sensitive public inquiries and complaints and assists with resolutions and alternative recommendations.
- Ensures staff observe and comply with all District and mandated safety rules, regulations, and protocols.
- Performs other duties as assigned.

QUALIFICATIONS

Knowledge of:

- Organization and management practices as applied to the development, analysis, and evaluation of programs, policies, and operational needs of the assigned area of responsibility.
- Principles and techniques for working with groups and fostering effective team interaction to ensure teamwork is conducted smoothly.
- Administrative principles and practices, including goal setting, program and project development, implementation and evaluation, and supervision of staff, either directly or through subordinate levels of supervision.
- Public agency budget development, contract administration, District administrative practices, and general principles of risk management related to the functions of the assigned area.
- Principles and practices of employee supervision, including work planning, assignment review and evaluation, discipline, and the training of staff in work procedures.
- Principles and practices of leadership.
- Principles, practices, and techniques used in an effective public relations program, including governmental relations, marketing and advertising, strategic communications, and community relations.
- Principles, practices, and procedures related to media relations, reporting, and news writing.
- Principles and practices of information technology infrastructure and program management.
- Basic knowledge of vector control, biology, and entomology.
- Research methods and analysis techniques.
- Applicable Federal, State and local laws, rules, regulations, ordinances and procedures relevant to assigned area of responsibility.
- District and mandated safety rules, regulations, and protocols.
- Techniques for providing a high level of customer service by effectively dealing with the public, vendors, contractors, and District staff.
- The structure and content of the English language, including the meaning and spelling of words, rules of composition, and grammar.
- Modern equipment and communication tools used for business functions and program, project, and task coordination, including computers and software programs relevant to work performed.

Ability to:

- Plan, organize, and manage a variety of public information, media, and legislative related activities and programs, as well as the District's information technology system.
- Coordinate assigned operations with District departments and external agencies.
- Develop effective public and community outreach strategies and campaigns with District-wide and organizational impact.

- Select and supervise staff, provide training and development opportunities, ensure work is performed effectively, and evaluate performance in an objective and positive manner.
- Develop and implement goals, objectives, practices, policies, procedures, and work standards.
- Provide administrative and professional leadership and direction for the Communications Department and the District.
- Prepare and administer budgets; allocate limited resources in a cost-effective manner.
- Research, analyze, and evaluate new service delivery methods, procedures, and techniques.
- Prepare clear and concise reports, correspondence, policies, procedures, and other written materials.
- Understand, interpret, and apply all pertinent laws, codes, regulations, policies and procedures, and standards relevant to work performed.
- Effectively represent the department and the District in meetings with governmental agencies; community groups; various business, professional, and regulatory organizations; and in meetings with individuals.
- Independently organize work, set priorities, meet critical deadlines, and follow-up on assignments.
- Use tact, initiative, prudence, and independent judgment within general policy, procedural, and legal guidelines.
- Effectively use computer systems, software applications relevant to work performed, and modern business equipment to perform a variety of work tasks.
- Communicate clearly and concisely, both orally and in writing, using appropriate English grammar and syntax.
- Establish, maintain, and foster positive and effective working relationships with those contacted in the course of work.

Education and Experience:

Any combination of training and experience that would provide the required knowledge, skills, and abilities is qualifying. A typical way to obtain the required qualifications would be:

Equivalent to a bachelor's degree from an accredited college or university with major course work in journalism, public relations, public affairs, biology, entomology or a related field; and five (5) years of experience managing a public outreach, campaign development, marketing, or public affairs program.

Licenses and Certifications:

- Possession of, or ability to obtain, a valid California driver's license by time of appointment.

PHYSICAL DEMANDS

Must possess mobility to work in a standard office setting and use standard office equipment, including a computer; vision to read printed materials and a computer screen and to operate a motor vehicle to visit various District and meeting sites; and hearing and speech to communicate in person and over the telephone. This is primarily a sedentary office classification although standing in work areas and walking between work areas may be required. Finger dexterity is needed to access, enter, and retrieve data using a computer keyboard or calculator and to operate standard office equipment. Positions in this classification occasionally bend, stoop, kneel, reach, push, and pull drawers open and closed to retrieve and file information. Employees must possess the ability to lift, carry, push, and pull materials and objects up to 25 pounds.

ENVIRONMENTAL CONDITIONS

Employees work in an office environment with moderate noise levels, controlled temperature conditions, and no direct exposure to hazardous physical substances. Employees may interact with upset staff and/or public and private representatives in interpreting and enforcing departmental policies and procedures.