



*Service Beyond Expectation*

## **LEAD GOVERNMENT & PUBLIC AFFAIRS REPRESENTATIVE**

Job Status: Non-Exempt  
Date Adopted: 01-2015  
Date Modified: 01-29-2026

*Class specifications are intended to present a descriptive list of the range of duties performed by employees in the class. Specifications are not intended to reflect all duties performed within the job.*

---

### **DEFINITION**

Under general direction, performs professional and administrative activities of moderate difficulty in support of the District's public affairs, community education and outreach, governmental relations, legislative affairs, media relations and school education programs; represents the District at community meetings and events and serves as a liaison to the community and the water industry. Manages professional services contracts, coordinates special events, and conducts sensitive outreach with stakeholders. Develops a variety of printed, multi-media materials and other services for use in public information programs; performs related duties as assigned.

### **DISTINGUISHING CHARACTERISTICS**

The Lead Government & Public Affairs Representative is the advanced, senior-working level of the Government & Public Affairs Representative series. At this level, incumbents perform the most complex and specialized work tasks, under only general supervision, while exercising broader discretion and independent judgment within established guidelines. Some incumbents at this level may also work in a lead role by providing training or work direction to Government & Public Affairs Representatives. The incumbent must exercise initiative and creativity to build interest and support; develop and analyze programs and organize and coordinate deadlines and schedules to carry out program responsibilities.

### **SUPERVISION RECEIVED AND EXERCISED**

Receives general direction from the Public Affairs Supervisor and/or Deputy Director of Executive Services.

### **ESSENTIAL AND MARGINAL FUNCTION STATEMENTS**

*Essential and other important responsibilities and duties may include, but are not limited to, the following:*

#### **Essential Functions:**

1. Assist with the day-to-day aspects of the District's public affairs programs and the development, marketing, and branding of the District and its programs that promote water resource management and customer services.
2. Coordinate and set up displays and exhibits for community fairs and other community and civic events. Assists in designing exhibit materials. Organize and staff information booths and maintain supplies for distribution at public outreach or school education events. Participate in event planning with other community organizations.
3. Coordinate aspects of the District's school education program, which may include scheduling and

## **Lead Government & Public Affairs Representative**

conducting tours, teacher workshops, and classroom presentations. Develops classroom appropriate curriculum and pre and post-test materials.

4. Maintain relationships with teachers, curriculum directors and other environmental education advocacy groups.
5. Create and disseminate District communication items such as customer newsletter, fact sheets, bulletins, informational brochures, billing inserts, and letters.
6. Prepare press releases, articles, editorials, and other media materials for newspapers, magazines and other publications. Maintain working relationships with local media and coordinate with other public information professionals for the communities served by the District as well as other regional water agencies.
7. Plan and monitor public affairs program expenditures to efficiently use budgeted funds.
8. Receive, prepare, and distribute communications and correspondence to all District employees.
9. Serve on committees and attends industry and professional meetings on behalf of the District (appropriate to assigned job functions).
10. May respond to visitors and assist the public at the front counter, over the telephone, or through email; respond to complaints or inquiries; screen and route calls to appropriate personnel.
11. May perform tasks related to District website and social media management, including developing articles and “posts”, coordinating an online calendar of events, working with other divisions to ensure their content is accurate, and working with vendors and consultants.
12. May function as the District spokesperson in emergency situations, working with the public and media to convey critical District information.
13. Develop, index, and maintain various records and files pertinent to assigned department.
14. District employees are expected to work overtime, weekends, evenings, and holidays as required to accommodate the District's needs, in addition to responding as a Disaster Emergency Service Worker.
15. Regular attendance at the work site.

### **Marginal Functions:**

1. Assist in preparing various reports relative to assigned areas of responsibility.
2. Perform related duties and responsibilities as required.

## **KNOWLEDGE, SKILLS, AND ABILITIES**

### **Knowledge of:**

Concepts of program marketing and outreach techniques.

## Lead Government & Public Affairs Representative

### Knowledge of (continued):

Principles of business letter writing and communication writing.  
 Communication and presentation techniques.  
 Proofreading techniques.  
 Water supply and resource management methods and programs commonly found in California.  
 Modern office procedures, methods, and computer equipment.  
 Principles and procedures of record keeping.  
 English usage, spelling, grammar, and punctuation.  
 Basic mathematical principles.  
 Pertinent Federal, State and local laws, codes and regulations.

### Ability to:

Participate in job-related activities at times other than normal business hours, including weekends, evenings, and holidays, and at locations throughout the community and region.  
 Communicate clearly and concisely, both orally and in writing.  
 Organize and manage multiple priorities and projects.  
 Work effectively with a diversity of individuals, personalities, and organizations.  
 Prepare clear and concise reports.  
 Operate office equipment including computers and supporting word processing, graphics and spreadsheet applications.  
 Respond to requests and inquiries from the general public.  
 Work independently in the absence of supervision.  
 Understand and carry out oral and written instructions.  
 Establish and maintain effective working relationships with those contacted in the course of work.  
 Maintain mental capacity, which allows for effective interaction and communication with others.  
 Maintain effective audio/visual discrimination and perception to the degree necessary for the successful performance of assigned duties.  
 Maintain physical condition appropriate to the performance of assigned duties and responsibilities.

### REQUIRED QUALIFICATIONS

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

<b>Job Title</b>	<b>Lead Government &amp; Public Affairs Representative</b>
<b>Experience</b>	<ul style="list-style-type: none"> <li>Four (4) years of progressive experience in public affairs, communications, outreach, legislative analysis, or marketing, preferably in the public sector.</li> </ul>
<b>Education/Training</b>	<ul style="list-style-type: none"> <li>Equivalent to Associate's Degree in Public Affairs, Journalism, Communication, Public/Business Administration, or a related field.</li> </ul>
<b>Required License/Certification</b>	<ul style="list-style-type: none"> <li>J. Lindsey Wolf Certificate in Communications</li> </ul>
<b>Desirable Degree/ License/Certification</b>	<ul style="list-style-type: none"> <li>Bachelor's Degree in Public Relations, Public Affairs, Journalism, Communication, Public/Business Administration, or a related field.</li> <li>Accreditation in Public Relations (APR) Credential</li> <li>AWWA, Water Use Efficiency Practitioner Certification, Grade I.</li> <li>Associate's Degree in Public Affairs, Journalism, Communication, Public/Business Administration, or related field</li> </ul>

## Lead Government & Public Affairs Representative

	<ul style="list-style-type: none"><li>• Basic PIO</li><li>• Bilingual proficiency in English and a qualifying language based on the needs of the District.</li></ul>
<b>DMV Class</b>	<ul style="list-style-type: none"><li>• Possession of a valid California Class C driver's license and a satisfactory driving record.</li></ul>

### PHYSICAL DEMANDS AND WORKING ENVIRONMENT

*The physical demands and working environment demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this class. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential job functions.*

#### **Environment:**

Standard office setting; frequent interaction with District staff and general public.

#### **Physical:**

Incumbents require sufficient mobility to work in an office setting; stand and sit for prolonged periods of time; operate office equipment including computer keyboard; light lifting and carrying; ability to verbally communicate to exchange information; use of hands repetitively to operate, finger, handle or feel office equipment and reach with hands and arms. Employees are frequently required to stand and walk.

#### **Mental:**

While performing the duties of this class, the employee is regularly required to use written and oral communication skills; read and interpret complex data, information and documents; analyze and solve problems; observe and interpret people and situations; use math and mathematical reasoning; learn and apply new information or skills; perform highly detailed work on multiple, concurrent tasks with constant interruptions; work under intensive and constantly changing deadlines and interact with those encountered in the course of work, some of whom may be demanding, dissatisfied, and or upset.

#### **Vision:**

See in the normal visual range with or without correction; vision sufficient to read computer screens and printed documents and to operate assigned equipment.

#### **Hearing:**

Hear in normal audio range with or without correction.