

Job Status: Exempt
Date Adopted: 05-13-2025
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 from the Deputy Director of Executive Service, supervises, plans, organizes a variety of professional duties related to the development, and implementation of the District’s public affairs programs and activities; provides direction on strategic internal and external communications, public information, and customer and community relations activities; works with neighborhood communities, businesses, and civic leaders to assure their understanding of District policies and operations, prepares and review informational material for dissemination through a variety of communications media, public meetings, and events; develops media relations outreach programs for all of the District’s primary functional area; and performs related duties as assigned.

SUPERVISION RECEIVED AND EXERCISED

Receives direction from the Deputy Director of Executive Service.

Exercises direct supervision over the Government and Public Affairs representatives.

ESSENTIAL AND MARGINAL FUNCTION STATEMENTS

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

Essential Functions:

1. Supervise a variety of public outreach and community relations activities, events, and public awareness programs for the dissemination of information regarding District goals, long-term programs, operations, policies and procedures to internal and external personal contacts with local government representatives, community organizations, and various communications media outlets.
2. Prioritize, assign and evaluate the work of staff; provides coaching and guidance for performance development. Prepare performance appraisals and interact effectively and diplomatically in all areas of employee relations.
3. Organize public awareness, information, community involvement, internal communication and legislative impact analysis to customers and stakeholders. Designs and develops supporting materials, coordinates deadlines and production schedules to carry out program responsibilities.
4. Participate in the implementation of essential communications plans including the Communication Master Plan, Branding Guidelines, Crisis Communications Plans, and Social Media Plan.
5. Supervise the District’s digital communication approach, website and content; supervise the strategic direction of the website in coordination with designers and technical staff; supervise the preparation of social media engagement approach and tactics to grow followings.

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6. Coordinate with team members to set up displays and exhibits for community events. Supervise the design of exhibit materials and event planning with community organizations.
7. Supervise the development and creation of graphic material, including flyers, brochures, newsletters, fact sheets, bill inserts, charts, and other printing materials. Develop content for the District's website and social media outlets and respond to social media posts as appropriate.
8. Supervise and coordinate all aspects of the District's school education programs, including scheduling and conducting tours, teacher workshops, school job fairs and classroom presentations.
9. Make presentations to the community, industry, school and other groups on issues affecting the District, its customers and stakeholders. Serve as a liaison and represent the District at meetings with community, industry, and advocacy groups.
10. Support other District departments and the Board of Directors with talking points, PowerPoint presentations, correspondence, and report preparation.
11. Prepare news releases and public service announcements; may serve as spokesperson with media or designated member agencies.
12. Prepare various correspondence, letters and memoranda in response to customer and stakeholder inquiries.
13. Prepare and manage contracts for consultants and vendors.
14. Prepare and present a variety of reports for oral and written presentations.
15. Participate in the preparation and administration of the District budget for assigned area; submit budget recommendations and monitor expenses on a monthly basis.
16. Perform related duties and responsibilities as required.
17. 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.
18. Regular attendance at the work site.

KNOWLEDGE, SKILLS, AND ABILITIES

Knowledge of:

Principles and practices of employee supervision, including work planning, assignment, review and evaluation, discipline, and the training of staff in work procedures.

Administrative principles and practices, including goal setting, program development, implementation and evaluation and supervision of staff.

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Knowledge of (continued):

Principles and practices of communications, marketing, social media, government and public affairs.

Principles of crisis communications.

Advertising and public relations industry practices and trends.

Knowledge of other governmental agencies, their duties and relationships to the District.

Principles of modern water-use efficiency practices and regulations.

Principles and practices of leadership and supervision, including effective team interactions.

Methods and techniques for creating effective media and public relations materials, including news releases, public service announcements, fact sheets, brochures and other collateral material.

Industry trends and news agency practices as they apply to the development and carrying out of public information programs.

Principles and practices of administration including budgeting, purchasing, maintenance of public records, and the preparation of staff performance appraisals.

Modern office procedures, methods and equipment including computers.

Principles of business letter writing and basic report preparation.

Pertinent Federal, State, and local laws, codes and regulations.

Ability to:

Supervise, select, train, motivate, and evaluate the work of staff.

Process administrative operations, services and activities.

Implement district goals, objectives and procedures.

Prepare clear and concise reports.

Respond to requests and inquiries from the public.

Research, analyze, and evaluate new service delivery methods and techniques.

Interpret and apply Federal, State and local policies, laws and regulations.

Communicate clearly and concisely, both orally and in writing.

Establish and maintain effective working relationships with government agencies and legislative representatives,

elected officials, industry representatives, District customers, the public, and District employees.

Represent the District, including its programs and policies, with the public, other agencies, statewide organizations, the media, elected officials and stakeholders.

Participate in job-related activities at times other than normal business hours.

Evaluate the work of staff and consultants to achieve the District's goals.

Give presentations and act as a liaison with governmental agencies, industry associations, businesses, and civic

groups, community associations, and media representatives. Represents the District at meetings, conferences and seminars.

Maintain effective audio-visual discrimination and perception needed for making observations, communicating with others, reading, writing and operating assigned equipment.

Maintain mental capacity, which allows the capability of making sound decisions and demonstrating intellectual capabilities.

Maintain physical condition appropriate to the performance of assigned duties and responsibilities.

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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:

Job Title	Public Affairs Supervisor
Experience	<ul style="list-style-type: none">• Five (5) years of increasingly responsible experience in public policy, public outreach, legislative affairs, media, governmental affairs, water-use efficiency, and community education, with at least two (2) years in a lead or supervisory role.
Education/ Training	<ul style="list-style-type: none">• Possession of a Bachelor's Degree in Public Relations, Public Affairs, Journalism, Communication, Public/Business Administration, or a related field.
Required License/Certification	<ul style="list-style-type: none">• J. Lindsey Wolf Certificate in Communications, possession or ability to obtain Basic PIO within 1 year.
Desirable Degree/ License/ Certification	<ul style="list-style-type: none">• Master's Degree in Public Relations, Public Affairs, Journalism, Communication, Public/Business Administration, or a related field. <p>OR a combination of any two of the following:</p> <ul style="list-style-type: none">• Accreditation in Public Relations (APR) Credential.• AWWA, Water Use Efficiency Practitioner Certification, Grade I.• Public Information Officer (PIO) Accreditation through CSTI• Bilingual proficiency in English and a qualifying language based on the needs of the District.
DMV Class	<ul style="list-style-type: none">• Possession of a valid California Class C driver's license and a satisfactory driving record.

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 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.

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Physical Demands and Working Environment (continued):

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.