



## Job Description

*Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job.*

<b>Job title</b>	Assistant General Manager of Strategic Communications, Public Affairs, and Water Use Efficiency
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### GENERAL PURPOSE

Under policy direction from the General Manager, plans, organizes, integrates, directs, manages, and evaluates the activities, operations, and of the Strategic Communications, Public Affairs, and Water Use Efficiency departments; manages the development of short- and long-term goals and objectives consistent with the Strategic Plan and annual business plan and ensures their effective execution; ensures all assigned operations and functions serve EMWD's needs, while complying with applicable laws and regulations; and performs related duties as assigned.

### DISTINGUISHING CHARACTERISTICS

This senior management classification is responsible for planning and directing the staff, operations, and activities of multiple departments as assigned. The incumbent assumes responsibility for short- and long-term planning as well as development and administration of policies, procedures, and services for the assigned departments. This class provides assistance to executive management on a variety of administrative, coordinative, analytical, and liaison capacities. Successful performance of the work requires knowledge of public policy, EMWD functions and activities, including the role of EMWD's Board of Directors, and the ability to develop, oversee, and implement projects and programs in a variety of areas. Responsibilities include coordinating the activities of the assigned departments with those of other departments and outside agencies and managing and overseeing the complex and varied functions of the assigned departments. The incumbent is accountable for accomplishing planning and operational goals and objectives, and for furthering EMWD goals and objectives within general policy guidelines.

### SUPERVISION RECEIVED AND EXERCISED

Receives policy direction from the General Manager. Exercises direct supervision over management, professional, technical, and administrative staff through subordinate levels of management.

## **TYPICAL DUTIES AND RESPONSIBILITIES**

*The duties listed below are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to this position.*

- Plans, organizes, controls, integrates, and evaluates the work of assigned departments which includes strategic communications, public affairs, and water use efficiency; interprets EMWD ordinances, policies, and applicable laws and regulations and ensures EMWD materials and programs comply with the policies and strategic direction set by the General Manager, Board of Directors, and mandated regulations.
- With assigned department heads, directs the development, implementation, and evaluation of short- and long-term EMWD-wide goals and objectives, plants, programs, projects, policies, and systems focused on achieving EMWD's mission, vision, and Strategic Plan priorities.
- Directs the development and implementation of assigned department initiatives for service improvements; coordinates the preparation of analyses and recommendations regarding policy issues and long-range plans to address EMWD service area needs.
- Provides expert advice and assistance to the senior executive team in identifying, articulating, and implementing EMWD policies, programs, and projects to meet community and customer needs.
- Directs the development of assigned departments' operating budgets; monitors implementation of adopted budgets.
- Selects, motivates, and directs assigned departments' management staff; plans and evaluates performance of assigned department heads and staff; establishes performance requirements and personal development targets; evaluates and reviews work for acceptability and conformance with branch standards, including program and project priorities and performance evaluations; regularly monitors performance and provides coaching for performance improvement and development; provides compensation and other rewards to recognize performance; takes disciplinary action, up to and including termination, to address performance deficiencies, in accordance with EMWD's personnel rules, policies, and labor contract provisions.
- Provides day-to-day leadership and works with executive and management team members to ensure a high performance, customer service-oriented work environment consistent with sound management principles and EMWD's mission and values.
- Analyzes proposed state and federal laws, regulations, and court decisions for their impact on EMWD practices and operations within assigned areas of responsibility; recommends and implements policy and procedure changes consistent with requirements.

- Directs and coordinates the implementation of a variety of EMWD projects, relating to current and long-range EMWD outreach and water use efficiency needs; coordinates project management activities for a variety of stakeholder programs and projects, including the preparation of plans, reports, estimates and schedules, and project monitoring.
- Reviews, evaluates, and recommends approval and/or modification of programs for communications, outreach and water use efficiency projects prepared by EMWD staff and consultants; participates in relevant major negotiations with contractors, consultants, vendors, and other public agencies.
- Participates in assessing regional, industry, EMWD service area, improvement/assessment district, community, and customer needs, and ensures assigned department objectives and priorities are focused on meeting those needs effectively, efficiently, and with high quality service.
- Participates in industry and intergovernmental activities to influence legislative and regulatory change consistent with EMWD's interests and needs for assigned departments; analyzes proposed legislation and recommends options for EMWD's position on legislative matters affecting assigned department operations.
- Represents EMWD as requested or assigned in dealings with constituent agencies in EMWD's service area, the Metropolitan Water District, and with other industry and governmental agencies, and professional organizations.
- Within assigned areas of accountability, serves as EMWD's representative to professional, industry, and community groups and customers and to other agencies, organizations, and individuals.
- Participates in regional, state, and national communications, outreach and water use efficiency professional meetings and conferences to stay abreast of trends and technology related to EMWD operations in assigned areas of accountability.
- Ensures staff observe and comply with all EMWD and mandated safety rules, regulations, and protocols.
- Performs related duties as assigned.

## REQUIRED QUALIFICATIONS

### Knowledge of:

- Organization and management practices as applied to the development, analysis, and evaluation of programs, policies, and operational needs of the assigned areas of responsibility.
- Principles and practices of effective leadership, management, and supervision.

- Principles and practices of public administration, including budgeting, purchasing, and maintenance of public records.
- Organization, function, role, and authority of a public agency Board of Directors.
- The Brown Act and other laws and regulations governing the conduct of public meetings.
- Principles and techniques of working with groups and fostering effective team interaction to ensure teamwork is conducted smoothly.
- Theory, principles, practices, and techniques of communications, outreach, and water use efficiency as they apply to a large, complex public water utility.
- Federal, state, and local laws, regulations, and court decisions applicable to assigned areas of responsibility.
- Social, political, and environmental issues influencing program/project development and implementation.
- Research methods and analysis techniques.
- Principles and practices of effective management and supervision.
- EMWD personnel rules, policies, and labor contract provisions.
- EMWD 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 EMWD 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, direct, oversee, and manage the staff and operations of comprehensive communications, outreach and water use efficiency functions and services.
- Develop and implement goals and objectives, practices, policies, procedures, and work standards.
- Provide administrative, management, and professional leadership for EMWD.
- Understand, interpret, explain, and apply EMWD, state, and federal policy, law, regulation, and court decisions governing operations in assigned areas of responsibility.

- Analyze and make sound recommendations on complex management and administrative issues.
- Present proposals and recommendations clearly, logically, and persuasively in public meetings.
- Represent EMWD effectively in negotiations.
- Develop and implement appropriate procedures and controls.
- Prepare clear, concise, and comprehensive correspondence, reports, studies, and other written materials.
- Effectively represent the assigned departments and EMWD in meetings with governmental agencies, community groups, various business, professional and regulatory organizations, and in meetings with individuals.
- Prepare clear, concise, and comprehensive correspondence, reports, studies, and other written materials.
- 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 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.

Experience:

*Any combination of experience and education that provides the required knowledge and abilities is qualifying, along with the specific licenses/certifications as outlined below:*

- Ten (10) years of progressively responsible strategic communications, public affairs and water use efficiency experience for a large, complex public water utility, five (5) of which should be in a management capacity.

Education:

- Equivalent to a bachelor's degree from an accredited college or university with major coursework in public relations, communications, water resources, public administration, or a related field. A master's degree in a related field is highly desirable.

Licenses/Certifications:

- A valid California Class C driver's license and the ability to maintain insurability under EMWD's Vehicle Insurance Policy.

## **PHYSICAL DEMANDS**

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

Must possess mobility to work in a standard office setting and use standard office equipment, including a computer; vision to read printed materials, a computer screen and operate a motor vehicle; and hearing and speech to communicate in person and over the telephone. This is primarily a sedentary office classification although standing in work areas, walking between work areas, and operating a motor vehicle to visit various EMWD sites 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.

## **WORK ENVIRONMENT**

*The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this class. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

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.

This job description has been reviewed and approved by all levels of management in cooperation with the union (if applicable):

<b>Approved by:</b>	<i>Board of Directors</i>
<b>Date adopted:</b>	<i>March 20, 2024</i>
<b>Date modified:</b>	
<b>FLSA determination:</b>	<i>Exempt</i>

**Job Description Acknowledgment**

*I have received, reviewed and fully understand the job description for Assistant General Manager of Strategic Communications, Public Affairs, and Water Use Efficiency. I further understand that I am responsible for the satisfactory execution of the essential functions described therein, under any and all conditions as described.*

*Employee Name*  
*(print):* \_\_\_\_\_ *Date:* \_\_\_\_\_

*Employee Number:* \_\_\_\_\_

*Employee Signature:* \_\_\_\_\_