GENERAL DESCRIPTION:

This is highly responsible public relations work involving the management of the District public information operation.

Work involves responsibility for effective District public information operations. Duties include directing public information, preparing District publications, and representing the District before the media. This position also has the responsibility for making very difficult public information decisions. This work requires that the employee have considerable knowledge, skill and ability in public relations and District operations.

SUPERVISION RECEIVED:

Works under the direction of the District Manager.

EXAMPLES OF DUTIES:

Directs public information programs and staff. Answers public inquiries. Speaks in public as a representative of the District. Prepares and edits news releases and public statements. Assists in developing District positions on public information issues.

Researches organizational policy and public information problems and issues and prepares recommendations and reports. Coordinates District programs and activities, and public information programs with governmental agencies, including legislative bodies. Acts as liaison between District Manager's Office and Directors, and assists in program development, preparation and implementation.

Prepares and edits a wide variety of District publications including brochures, bill inserts, the Annual Report, budget narratives, and special publications. Prepares correspondence and assists in preparing and editing Board agendas.

Oversees and coordinates the efforts of public relations consultants, media design contractors and printers.

Supervises the Community Affairs Assistant and related support staff.

Drafts unit budget and controls expenditures within fund allocations.

Trains and counsels employees. Administers oral warnings and recommends higher level discipline. Assists in employee selection. Assures safe work practices.
Coordinates activities on a short and long term basis to assure personnel, materials and equipment necessary for projects and objectives.

Assists other staff in developing communication and public relations skills.

Performs related work as required.

**KNOWLEDGE, SKILLS AND ABILITIES:**

Considerable knowledge of public relations principles and practices.

Considerable knowledge of public administration principles and practices as applied to work unit administration and organization analysis.

Thorough ability to communicate orally and in writing; good ability to lead others in a work unit.

Considerable ability to direct a public information program and to represent the District in a variety of public settings.

Good ability to administer policies and procedures including scheduling, routine decision-making and the completion of forms and reports.

Good ability to supervise others in a work unit.

Thorough ability to establish and maintain effective working relationships with coworkers, the media, governmental agencies, vendors, contractors, customers, and the general public.

**QUALIFICATIONS:**

A bachelors degree from a recognized college or university in communications, journalism, or a related field plus four years of progressively responsible administrative or public relations experience including at least some experience in a lead or supervisory capacity.

**SPECIAL REQUIREMENTS:**

Must have a valid driver's license.