

Water Authority Position Description

PUBLIC AFFAIRS MANAGER

Status	Position Code	Level	Date
APPROVED	PAMG	P29	Mar 2017

Job descriptions are intended to present a general list of the tasks/duties performed by employees within this job Classification. Job Descriptions are not intended to reflect all duties performed within the job.

MIN EDUCATION & EXPERIENCE REQ

BACHELOR'S DEGREE IN COMMUNICATION, JOURNALISM, MARKETING, PUBLIC RELATIONS OR A RELATED FIELD, PLUS FOUR (4) YEARS PROFESSIONAL DIRECT EXPERIENCE IN THESE AND/OR RELATED FIELDS.

ADDITIONAL REQUIREMENTS

POSSESSION OF, OR ABILITY TO OBTAIN AND MAINTAIN A VALID AUTHORITY OPERATOR PERMIT (AOP).
POSSESSION OF A VALID NEW MEXICO DRIVER'S LICENSE.

SUPERVISION RECEIVED/EXERCISED

RECEIVES GENERAL SUPERVISION FROM THE EXECUTIVE DIRECTOR OR ASSIGNED MANAGERIAL STAFF.

ESSENTIAL FUNCTIONS

1. THE PUBLIC AFFAIRS MANAGER MANAGES ALL MEDIA ACTIVITIES, DEVELOPS LONG RANGE STRATEGIC COMMUNICATIONS PLANS, AND OVERSEES ALL INFORMATION AND OUTREACH PROGRAMS TO UTILITY CUSTOMERS AND THE COMMUNITY AT-LARGE.
2. MANAGES VARIOUS COMMUNICATION PROGRAMS BY DEVELOPING, CONDUCTING, AND COORDINATING ACTIVITIES DESIGNED TO INFORM, PROMOTE, EXPLAIN AND PUBLICIZE PROGRAMS AND PROJECTS AND OTHER ISSUES TO AND THROUGH THE MEDIA FOR A BILINGUAL COMMUNITY. ALSO INVOLVES CONDUCTING INTERVIEWS, PREPARING OR PRESENTING PROGRAMS DESIGNED TO PROMOTE AWARENESS OF UTILITY ACTIVITIES, ACTIONS AND ACCOMPLISHMENTS TO CIVIC GROUPS, AND THE GENERAL PUBLIC, ANSWERING QUESTIONS AND WRITING DIRECT INFORMATIONAL/EDUCATIONAL ADVERTISEMENTS FOR THE MEDIA.
3. ASSIST EMPLOYEES WITH PROGRAMS, PRESENTATIONS AND MATERIALS BY RESEARCHING, WRITING AND APPROVING INFORMATIONAL PROGRAMS AND MATERIALS, COPYRIGHTING, EDITING, PROOFING AND COORDINATING THE PRODUCTION OF PRINTED AND ELECTRONIC MATERIALS, COORDINATING AND MANAGING CONTRACTS, AND ASSISTING STAFF IN HANDLING INTERVIEWS WITH THE MEDIA AND SPECIFIC CUSTOMER COMPLAINTS.
4. SERVES AS SPOKESPERSON BY WRITING, PRODUCING AND DELIVERING PRESENTATIONS, SPEECHES AND INTERVIEWS, CONDUCTING RESEARCH, ATTENDING MEETINGS, CORRESPONDING WITH THE GENERAL PUBLIC, AGENCIES AND OTHER PARTNER ORGANIZATIONS AND APPEARING AT COMMUNITY EVENTS.
5. ASSISTS WITH CONSULTANT CONTRACTS BY DEVELOPING REQUESTS FOR PROPOSALS, EVALUATING PROPOSALS, SELECTING CONTRACTORS AND MANAGING CONTRACT BUDGETS.
6. ASSISTS WITH THE IMPLEMENTATION, EVALUATION AND INTERPRETATION OF WATER UTILITY AUTHORITY POLICIES, PROJECTS AND PROCEDURES.
7. PROVIDES CUSTOMER SERVICE BY RESPONDING TO INFORMATION REQUESTS, CONDUCTING RESEARCH, PROVIDING SOLUTIONS TO PROBLEMS, AND CORRECTING ERRORS.
8. ENSURES THAT UNIT WORK CONFORMS TO LOCAL, STATE, AND FEDERAL GOVERNMENTAL REGULATIONS, AND OTHER APPLICABLE RULES AND REQUIREMENTS.
9. BRIDGES TECHNICAL, POLITICAL, REGULATORY AND COMMUNITY GROUPS BY PROVIDING APPROPRIATE COMMUNICATION AND INFORMATION ON PROGRAMS AND PROJECTS WITHIN THE WATER UTILITY AUTHORITY AND THE COMMUNITY AT-LARGE.
10. CONTINUALLY EVALUATES ALL INTERNAL AND EXTERNAL COMMUNICATIONS.

SUPPLEMENTAL FUNCTIONS

1. PERFORMS OTHER RELATED DUTIES AS ASSIGNED.

PREFERRED KNOWLEDGE

PRINCIPLES AND PRACTICES OF PUBLIC MEDIA AND INFORMATION
OPERATIONAL PROCEDURES OF TELEVISION, RADIO, INTERNET, AUDIO-VISUAL, AND
PRINT NEWS MEDIA
ENGLISH GRAMMAR, SPELLING AND PUNCTUATION AND WRITING AND EDITING
TECHNIQUES
PRINCIPLES AND PRACTICES OF JOURNALISM AND MEDIA MANAGEMENT
PRINCIPLES AND PROCEDURES OF PUBLIC SPEAKING
PRINCIPLES AND PROCEDURES OF RECORD KEEPING
PRINCIPLES OF BUSINESS LETTER WRITING AND BASIC REPORT PREPARATION
PERTINENT FEDERAL, STATE AND LOCAL CODES, LAWS AND REGULATIONS
EVENT PLANNING AND IMPLEMENTATION
BROADCAST AND PRINT PRODUCTION AND METHODS AND TECHNIQUES OF PHOTOGRAPHY,
GRAPHICS AND PRINTING
COMPUTER SKILLS INCLUDING, BUT NOT LIMITED TO: MICROSOFT WORD, EXCEL AND
POWERPOINT

PREFERRED SKILL/ABILITY

DEVELOP, COORDINATE AND DELIVER PUBLIC INFORMATION PROGRAMS FOR THE WATER
AUTHORITY
SERVE AS THE SPOKESPERSON FOR THE WATER AUTHORITY AND ITS OPERATIONS
INTERPRET AND COMPREHEND AN EXTENSIVE ARRAY OF TECHNICAL INFORMATION AND
EFFECTIVELY COMMUNICATE A SUMMARY OF THE ISSUES TO THE PUBLIC AND MEDIA
SPEAK IN FRONT OF LARGE CROWDS AND ON CAMERA
RESPOND TO REQUESTS AND INQUIRIES FROM THE GENERAL PUBLIC AND MEDIA ON A
24-HOUR BASIS
PREPARE AND MAINTAIN A VARIETY OF PRINTED MATERIAL FOR CUSTOMER
INFORMATION PURPOSES
COMMUNICATE CLEARLY AND CONCISELY, BOTH ORALLY AND IN WRITING
ESTABLISH AND MAINTAIN EFFECTIVE WORKING RELATIONSHIPS WITH THOSE
CONTACTED IN THE COURSE OF WORK
MAINTAIN MENTAL CAPACITY WHICH ALLOWS THE CAPABILITY OF MAKING SOUND
DECISIONS AND DEMONSTRATING INTELLECTUAL CAPABILITIES
MAINTAIN EFFECTIVE AUDIO-VISUAL DISCRIMINATION AND PERCEPTION NEEDED FOR
MAKING OBSERVATIONS, COMMUNICATING WITH OTHERS, READING, WRITING AND
OPERATING ASSIGNED EQUIPMENT
MAINTAIN PHYSICAL CONDITION APPROPRIATE TO THE PERFORMANCE OF ASSIGNED
DUTIES AND RESPONSIBILITIES

WORKING CONDITIONS

OFFICE AND FIELD ENVIRONMENT, TRAVEL FROM SITE TO SITE AND EXPOSURE TO
POTENTIALLY HOSTILE ENVIRONMENTS. SHOULD BE ABLE TO HANDLE MULTIPLE TASKS
WITH DEADLINES AND BE ACCESSIBLE TO RESPOND QUICKLY IN EMERGENCY
SITUATIONS (CELL PHONE AND/OR PAGER 24/7).

PHYSICAL REQUIREMENTS

ESSENTIAL AND MARGINAL FUNCTIONS MAY REQUIRE MAINTAINING PHYSICAL
CONDITION NECESSARY FOR SITTING, WALKING OR STANDING FOR PROLONGED
PERIODS OF TIME.