

**MERCED IRRIGATION DISTRICT
MANAGER OF PUBLIC AND GOVERNMENT RELATIONS**

FLSA Status – Exempt

DEFINITION:

Under general direction, plan and conduct a public relations program for the District. This position will be responsible for maintaining the District's public relations, government relationships, including education, community involvement, and awareness.

ESSENTIAL FUNCTIONS OF THE POSITION:

- Plan and direct development and communication of information designed to keep the public, outside government entities, and elected officials and their staffs informed of the District's programs, positions, policies, accomplishments and points of view.
- Assist in tracking legislation and policies which may affect the District and its resource, as well as helping to advocate MID's position in response to such legislation and policies.
- Prepare and distribute fact sheets, news releases, newsletters, posters, photographs, scripts and other publications to media representatives and the public.
- Provide a key role in developing strategy and messaging for the district as it relates to government and public affairs.
- Maintain relationships with elected officials and key government staff.
- Serve as a liaison to the media, writing news releases, monitoring media coverage, assembling media kits, writing and designing newsletters, posters, and publications.
- Research data, create ideas, write copy, lay out artwork, contact media representatives, or represents the District directly with the general public.
- Maintain the District's website and other mediums of communication.
- Confer with staff and support personnel to coordinate media efforts.
- Purchase advertising space and time as required.
- Arrange and conduct programs designed to meet the District's objectives.
- Promote goodwill through publicity efforts such as speeches, exhibits, tours and question/answer sessions.
- Represent the District during community projects, public events and social and business gatherings.
- Arrange public relations efforts to meet the needs, objectives and policies of the District.
- Coordinates the generation and publication of critical newsletters and press releases.
- Coordinate communication between the General Manager or his/her designee and the general public.
- Verbally represent the District as required by the General Manager or his/her designee.
- Establish good rapport and interact with members of the management team, management staff, Board of Directors, the public, local community leaders and elected officials.
- Perform other duties as requested, directed or assigned.

QUALIFICATIONS:

Any combination of experience and education that would prepare the candidate for the duties and responsibilities of the position is acceptable.

Education:

- Bachelor's Degree from an accredited college or university with major course work in areas such as communications or public relations is preferred.

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Experience:

- Minimum of three (3) years of increasingly responsible experience in public and government relations.
- Previous experience working with the media in a public sector is a plus.
- Strong technical and presentation experience.

Ability to:

- Communicate clearly and concisely, orally and in writing with outside agencies and the general public.
- Synthesize complex and diverse information and present to the general public and use intuition and experience to complement data.
- Interrelate, organize and meet deadlines.
- Utilize advanced computer skills to create exceptional work product in the form of media releases, advertisements, website, etc.
- Multitask and meet several coequal comprehensive work product schedules with coequal deadlines and target deliverable dates.
- Perform a variety of responsible office technical and administrative duties that carry substantial responsibility.
- Initiate and perform detailed work with little supervision.
- Work cooperatively with others.

Knowledge of:

- Computer based media programs, including but not limited to web design and other design programs.
- Legislative processes.
- Newspaper Associated Press writing style.
- Newsroom management.
- Public agency divisions; public agency policies and procedures; Public Relations etiquette.
- Business letter, media correspondence and report writing, including the use of proper English, grammar, spelling and punctuation; collecting and organizing data; superior technical and formal writing skills are essential.

Necessary Special Requirements:

- Must complete a two hour Ethics training course every two years in compliance with California AB 1234.
- A valid California Class C Driver License and the ability to maintain insurability under the District's vehicle insurance program.
- Abide by all District policies, guidelines and rules.

ENVIRONMENTAL FACTORS:

- Exposure to the sun: 10% or less work time spent outside a building and exposed to the sun.
- Irregular or extended work hours: Occasionally required to change working hours or work overtime.
- Work performed in an office environment

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

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TYPICAL PHYSICAL DEMANDS:

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

- Communicate orally and in writing with District management, co-workers, outside auditors, customers, and the public in face-to-face and one-on-one settings.
- Transport, set-up and removal of promotional equipment and materials at various public functions.
- Use of office equipment such as computer, copiers, scanners, and fax machines.
- Capable of negotiating stairways and uneven ground from time to time.

Sitting: Remains in a seated position for up to eight (8) hours per day

Hands/Arms: Operates computer for up to eight (8) hours per day

Lifting: Raises and lowers boxes and supplies up to twenty-five (25) pounds.

Stooping: Bends body downward and forward by bending at the knees or waist

Talking: Expresses ideas and shares information by means of spoken work in person and by telephone.

Hearing: Hears well enough to receive communications in person and by telephone.

Vision: Reads written and video messages for up to eight (8) hours per day. Operate vehicles and office equipment.

SUPERVISION:

The position receives general supervision from the General Manager or his/her designee.

I have reviewed this Job Description with my Supervisor and agree with its contents.

Employee Signature/Date

Supervisor Signature/Date

The specific statements shown in each section of this job description are not intended to be all-inclusive. They represent typical elements and criteria necessary to successfully perform the job.