



THE METROPOLITAN WATER DISTRICT  
OF SOUTHERN CALIFORNIA

## MEDIA SERVICES SECTION MANAGER

<b>Group-Section:</b> External Affairs - Media Services Section	<b>FLSA Status:</b> Exempt <b>Bargaining Unit:</b> MAPA	<b>Salary Grade:</b> 068 <b>Job #:</b> SM004
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### JOB SUMMARY

Responsible for managing communications and messages regarding the Metropolitan's mission, policies, and activities to its member agencies, employees, news media, regulatory bodies, other water agencies, and the public. Areas of responsibility include media relations activities; production of internal and external publications, web sites, and videos; advertising and marketing activities; editing and writing of board letters, opinion articles, and speeches; and providing counsel and recommendations to executive management regarding communications and messages.

### OVERSIGHT

**Supervision Received:** Receives direction from the Group Manager or Deputy General Manager External Affairs.

**Supervision Given:** Manages and supervises a staff of managers and professionals.

### JOB DUTIES

1. Directs Communications Outreach Programs to create positive understanding of Metropolitan through media coverage, video production, publications, web sites, marketing, and advertising to support Metropolitan's goals; assists executive management with Metropolitan strategic communications planning; provides situation analysis and recommendations for communicating key Metropolitan initiatives; analyzes daily external communication situations and challenges; and creates reports as necessary.
2. Coordinates projects and programs among groups and responds to requests from member agencies; evaluates and implements communication requests from other groups and sections; ensures staff are meeting customer service needs; and facilitates programs to communicate corporate vision to managers, employees, and other groups.
3. Oversees marketing and communications activities related to Metropolitan's publicly accessible properties, facilities, and projects.
4. Prepares and delivers public presentations and supporting materials; and directs presentation and speech writing support for executive management and the Board Chair.
5. Contributes to development and achievement of group business plan including forecasting needs, developing long- and short-term strategies, and reporting results; oversees the planning of work and utilization of resources; and recognizes problems and develops viable solutions.

6. Supervises staff including assigning tasks, activities, programs, and projects; establishes task lists and deadlines; reviews public information requests for security reasons; reviews and ensures quality and validity of external and internal communications; ensures coordination of activities and projects among staff; and reviews and edits written and video communications and website content before presentation to executive management.
7. Selects and assigns staff ensuring compliance with all hiring and promotion policies and procedures; responds to employee grievances and concerns; coaches and mentors employees; prepares performance evaluations; identifies employee development and training requirements; and resolves conflicts.
8. Oversees and participates in the development and administration of the annual budget; participates in the forecast of funds needed for staffing, equipment, materials, and supplies; monitors and approves expenditures; implements adjustments; authorizes purchases; evaluates and approves bids for consultants and service contracts; establishes operating procedures for section and projects involving other units and sections; and prepares reports of group activities for the General Manager and the Board.
9. Performs other related duties as required.

## **EMPLOYMENT STANDARDS**

### **MINIMUM QUALIFICATIONS**

**Education and Experience:** Bachelor's degree from an accredited college or university and fourteen years of increasingly responsible relevant experience, of which six years must have been in a management or supervisory position; or an advanced degree from an accredited college or university and twelve years of increasingly responsible relevant experience, of which six years must have been in a management or supervisory position.

**Required Knowledge of:** Current business and organizational management theories and practices; public sector personnel practices and regulations; budgeting practices and procedures; contracting practices and regulations; management and supervisory concepts and techniques; team building; graphic design, photography, and printing processes; a variety of writing styles and techniques; media relations practices; and crisis communications.

**Required Skills and Abilities to:** Manage a diverse work force; plan, organize, and review the work of subordinates; review work products for quality and validity; encourage and facilitate cooperation; mentor, develop, and motivate staff; determine training needs of staff; exercise judgment and discretion; strategically analyze Metropolitan communications; communicate orally and in writing on administrative and technical topics; represent Metropolitan to the press, regulatory agencies, public agencies, and the public; establish and maintain collaborative working relationships with all levels within the organization, other agencies, and the public; and use presentation and business applications.

## **CERTIFICATES, LICENSES, AND REGISTRATIONS REQUIREMENTS**

### **Certificates**

- None

### **Licenses**

- Valid California Class C Driver License

### **Registrations**

- None

## **DESIRABLE QUALIFICATIONS**

- Ability to research, analyze, and evaluate new service delivery methods and techniques.
- Knowledge of video production, web design, and principles of web-based design; governmental and community relations; special event planning; news media relationships beneficial to the water district.
- Knowledge of various printing and publishing techniques.

## **PHYSICAL DEMANDS/WORK ENVIRONMENT**

The physical demands and work environment characteristics described here are representative of those that must be met or may be encountered 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.

**Physical Demands:** The work is sedentary. Typically, the employee may sit comfortably to do the work. However, there may be some walking; standing; bending; carrying of light items such as paper, books, or small parts; driving an automobile, etc. No special physical demands are required to perform the work.

**Work Environment:** The work environment involves everyday risks or discomforts that require normal safety precautions typical of such places as offices, meeting and training rooms, libraries, and residences or commercial vehicles, e.g., use of safe work practices with office equipment, avoidance of trips and falls, observance of fire regulations and traffic signals, etc. The work area is adequately lighted, heated, and ventilated. May travel to various sites requiring overnight stay.

**Vision Requirements:** No special vision requirements