



THE METROPOLITAN WATER DISTRICT
OF SOUTHERN CALIFORNIA

CREATIVE DESIGN PROGRAM MANAGER

Group-Section: External Affairs Group - Media and Communication Services Section	FLSA Status: Exempt Bargaining Unit: MAPA	Salary Grade: 63 Job #: PM029
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JOB SUMMARY

Responsible for development and execution of strategic messaging based on coordinating public outreach of the General Manager's Business Plan priorities. Coordinates work across various sections of External Affairs, Metropolitan, and outside consultants to conceptualize the priorities in visual and compelling ways and devising complex plans using print, video, web, social media, and other similar platforms together to communicate them to Metropolitan's diverse public audiences and vested stakeholders.

OVERSIGHT

Supervision Received: Receives direction from the Section and/or Group Manager.

Supervision Given: May exercise technical and/or functional direction over assigned staff.

JOB DUTIES

1. Oversees, plans, and creates a variety of outreach communication products to champion key strategic messages and points of the Chairman of the Board and General Manager's outreach priorities; and assists executive management with strategic communications planning.
2. Oversees Metropolitan's video program including, developing talking points, scripts, and production plans to create coherent communication campaigns that support Metropolitan's goals.
3. Determines how to present Metropolitan programs, projects, highly technical subjects, issues, and events to internal and external audiences. Participates in advertising and public outreach campaigns.
4. Provides visuals, design direction, and feedback to other External Affairs colleagues in support of their projects.
5. Prepares presentations, infographics, and other supporting materials for External Affairs management.
6. Performs other related duties as required.

EMPLOYMENT STANDARDS

MINIMUM QUALIFICATIONS

Education and Experience: Bachelor's degree from an accredited college or university with a major in journalism, advertising, marketing, television and film production, public relations, business administration, or related field and ten years of increasingly responsible experience in media relations, publication, and corporate writing, publication production, or public outreach campaigns within a news media or public relations setting.

Required Knowledge of: A variety of writing styles and techniques including newspaper, magazine, and corporate; Metropolitan history, mission, issues, programs, projects, and people; principles and practices of public relations; news media operations; research tools, facilities, and methodologies; script writing and formatting; video production principles; and English usage, spelling, grammar, and punctuation.

Required Skills and Abilities to: Write clearly, concisely, creatively, and correctly regarding Metropolitan matters; write to create interest in Metropolitan matters; incorporate Metropolitan goals into various publications; develop and maintain effective communications with the news media; interpret policies and procedures; respond to requests and inquiries from the general public; and use business applications such as word processing.

CERTIFICATES, LICENSES, AND REGISTRATIONS REQUIREMENTS

Certificates

- None

Licenses

- Valid California Class C Driver License that allows you to drive in the course of your employment

Registrations

- None

DESIRABLE QUALIFICATIONS

- None

PHYSICAL DEMANDS, WORK ENVIRONMENT, AND VISION REQUIREMENTS

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

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Page: 2

MWD

Metropolitan Water District of Southern California

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

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Page: 3