

DIRECTOR OF COMMUNICATIONS

This class specification indicates, in general terms, the type and level of work performed as well as the responsibilities of employees in this classification. The job functions described are not to be interpreted as being all-inclusive to any specific employee.

DEFINITION

Under administrative direction, plans, directs, manages, and oversees the activities and operations of the Public and Governmental Affairs Department including records management, Board member support and public meeting administration, public and legislative affairs services, programs, projects, and related activities; coordinates assigned activities with other departments and outside agencies; provides highly responsible and complex administrative support to the General Manager and Board of Directors; and performs duties as assigned.

SUPERVISION RECEIVED AND EXERCISED

Receives administrative direction from the General Manager. Exercises direct supervision over supervisory, professional, technical, and administrative support staff through subordinate levels of supervision.

CLASS CHARACTERISTICS

This is a department head classification that oversees, leads, and participates in all activities of the Public and Governmental Affairs Department including short- and long-term planning as well as development and administration of departmental policies, procedures, and services. This class provides assistance to the General Manager in a variety of administrative, coordinative, analytical, and liaison capacities. Successful performance of the work requires knowledge of public policy, OC San functions and activities, including the role of the Board of Directors, and the ability to develop, oversee, and implement interdisciplinary projects and programs. Responsibilities include coordinating the activities of the department with those of other departments and outside agencies and managing and overseeing the complex and varied functions of the department. The position is accountable for accomplishing departmental planning and operational goals and objectives and serves as an advisor and contributor to executive management and Board of Directors on policies, procedures, and major OC San initiatives.

EXAMPLES OF ESSENTIAL JOB FUNCTIONS (Illustrative Only)

The following essential job functions are typical for this classification. Incumbents may not perform all of the listed job functions and/or may be required to perform additional or different job functions from those set forth below to address business needs and changing business practices.

- Assumes full management responsibility for all department services and activities including board services, public and governmental affairs, and strategic planning.
- Develops, directs, and coordinates the implementation of departmental goals, objectives, policies, procedures, and work standards for the department; establishes, within OC San policy, appropriate service and staffing levels.
- Selects, trains, motivates, and directs department personnel; evaluates and reviews work for acceptability and conformance with department goals, priorities, and performance metrics; works with employees on performance issues, training, and development, and implements discipline and termination procedures.

- Contributes to the overall quality of the department's service by developing, reviewing, and implementing policies and procedures to meet legal requirements and OC San needs; continuously monitors and evaluates the efficiency and effectiveness of service delivery methods and procedures; optimizes organizational structure and staffing levels by monitoring effectiveness of work performed and establishing and evaluating business practices and performance metrics; identifies opportunities for improvement and implements change management strategies.
- Actively engages in succession management, to include leading the department's workforce planning efforts and encouraging staff development through appropriate development activities.
- Participates on an ongoing basis in leadership and management programs to provide positive, constructive leadership and management direction to staff and all levels of the organization.
- Oversees and participates in the development and administration of the department budget; approves the forecast of funds needed for staffing, equipment, materials, and supplies; approves expenditures and implements budgetary adjustments as appropriate and necessary.
- Provides highly responsible and complex administrative support to the General Manager and Board of Directors in the areas of public meeting administration, legislative functions, information management, and public and governmental affairs; prepares and presents staff reports and other necessary correspondence.
- Oversees board services programs, projects, and activities including public meeting administration, election management, agenda management, records and information management, filing officer services, and strategic public and legislative affairs activities.
- Oversees the planning, development, and administration of OC San's public and governmental affairs including strategic internal and external communications, public relations, community and customer outreach, grants management, local government relations, and regional, state, and federal legislative and regulatory advocacy; manages the annual legislative plan.
- Plans, organizes, directs, and oversees the operations of the Public and Governmental Affairs Department including planning, coordinating, and managing strategic planning processes, General Manager work plan, and developing performance metrics to ensure effective implementation.
- Generates support and community awareness for OC San projects, performs community outreach, and works effectively with community leaders and special interest groups.
- Serves as OC San's chief media spokesperson and advisor on communication strategies; responds to inquiries and provides information to the press and public; oversees the preparation of news material and other information for distribution to the media, general public, and employees.
- Consults with the General Manager, Board of Directors, and OC San staff on issues affecting OC San's public image; negotiates and resolves sensitive and controversial issues.
- Participates in the assessment of representative agency needs, target markets and audiences for marketing OC San's programs and services. Conducts surveys, performs research and analyzes results. Administers and manages marketing and legislative consulting agreements.
- Represents the Public and Governmental Affairs Department to other departments, elected officials, and outside agencies; coordinates assigned activities with those of other departments and outside agencies and organizations.
- Attends and participates in professional group meetings; stays abreast of new trends and innovations in the fields of public administration and public and legislative affairs and issues related to the ongoing operation of a wastewater district.
- Responds to inquiries in a courteous manner; provides information within the area of assignment; and resolves complaints in an efficient and timely manner.
- Ensures OC San's safety and health programs are implemented and carried out in the assigned department(s).
- Performs duties as assigned.

QUALIFICATIONS

Knowledge of:

- Organization and management practices as applied to the development, analysis, and evaluation of programs, policies, and operational needs of assigned area of responsibility.
- Principles and practices of employee supervision, including work planning, assignment, review and evaluation, discipline, and the training of staff in work procedures.
- Principles and practices of leadership.
- Administrative principles, practices, and methods including goal setting, program development, implementation and evaluation, policy and procedure development, quality control, and work standards.
- Advanced principles and practices of public administration including the organization, functions, and governance of special districts.
- Business operations, services, and activities of board services, records and information management, and public and legislative affairs programs.
- Principles and practices of budget and contract preparation and administration.
- Functions, authority, responsibilities, and limitations of an appointed Board of Directors.
- Applicable federal, state, and local laws, codes, and ordinances relevant to area(s) of responsibility.
- Methods and techniques of research, statistical analysis, and report preparation and presentation.
- Techniques for effectively representing OC San in contacts with governmental agencies, community groups, and various business, professional, educational, regulatory, and legislative organizations.
- Principles and techniques for working with groups and fostering effective team interaction to ensure teamwork is conducted smoothly.
- The structure and content of the English language, including the meaning and spelling of words, rules of composition, and grammar.
- Current equipment and communication tools used for business functions and program, project, and task coordination, including computers and software programs relevant to work performed.

Ability to:

- Develop and implement goals, objectives, practices, policies, procedures, and work standards.
- Provide administrative, management, and professional leadership for the Public and Governmental Affairs Department.
- Prepare and administer large and complex budgets; allocate resources in a cost-effective manner.
- Understand, interpret, and apply all pertinent laws, codes, regulations, policies and procedures, and standards relevant to work performed.
- Plan, organize, direct, and coordinate the work of supervisory, professional, technical, and/or administrative support personnel; delegate authority and responsibility.
- Select and supervise staff, provide training and development opportunities, ensure work is performed effectively, and evaluate performance in an objective and positive manner.
- Manage and direct comprehensive board services and public and legislative affairs programs.
- Respond to and investigate inquiries and complaints and prepare an appropriate response; effectively negotiate and resolve conflict and complex issues within assigned area of responsibility.
- Identify and respond to sensitive community and organizational issues, concerns, and needs.
- Analyze problems, identify alternative solutions, project consequences of proposed actions, and implement recommendations in support of organizational and department goals and objectives.
- Research, analyze, and evaluate new service delivery methods and techniques.
- Effectively represent the department and OC San in meetings with governmental agencies, contractors, vendors, community groups, and various business, professional, regulatory, and legislative organizations, and in meetings with individuals.

- Prepare or direct the preparation of clear and concise reports, correspondence, policies, procedures, and other written materials.
- Independently organize and prioritize a variety of projects and multiple tasks in an effective and timely manner; organize own work, set priorities, and meet critical time deadlines.
- Use tact, initiative, prudence, and independent judgment within general policy, legal, and procedural guidelines.
- Comply with safe work practices and procedures in the workplace.
- Provide a high level of customer service by effectively dealing with the public, vendors, contractors, and OC San staff.
- Effectively use computer systems, software applications relevant to work performed, and modern business equipment to perform a variety of work tasks.
- Communicate clearly and concisely, both orally and in writing, using appropriate English grammar and syntax.
- Establish, maintain, and foster positive and effective working relationships with those contacted in the course of work.

Employment Standards:

Any combination of education and experience that provides the required knowledge, skills, and abilities may be qualifying as determined by OC San.

1. Bachelor's degree from a college or university accredited by the U.S. Department of Education, with major coursework in public administration, business administration, or a related field.
2. Ten (10) years of progressively responsible work experience performing administrative management duties including three (3) years of management and administrative responsibility.

Licenses and/or Certifications:

- None.

Disaster Service Workers:

All Orange County Sanitation District employees are designated Disaster Service Workers through state law (California Government Code Section 3100-3109). Employment with the Orange County Sanitation District requires the affirmation of a loyalty oath to this effect. Employees are required to complete all related training as assigned, and to return to work as ordered in the event of an emergency.

PHYSICAL DEMANDS

- Mobility to work in a standard office setting and use standard office equipment, including a computer; this is primarily a sedentary office classification although standing in work areas and walking between work areas may be required; occasionally bend, stoop, kneel, reach, push, and pull drawers open and closed to retrieve and file information; ability to lift, carry, push, and pull materials and objects up to 35 pounds.
- Vision to read printed materials and a computer screen.
- Hearing and speech to communicate in person and over the telephone.
- Finger dexterity to access, enter, and retrieve data using a computer keyboard or calculator and to operate standard office equipment.

ENVIRONMENTAL ELEMENTS

- Office environment with moderate noise levels, controlled temperature conditions, and no direct exposure to hazardous physical substances.
- Employees may interact with upset staff and/or public and private representatives in interpreting and enforcing departmental policies and procedures.

OTHER REQUIREMENTS

- At-Will Employment: This is an “at-will” classification that serves at the pleasure of the General Manager. Employees who serve “at-will” do not serve a probationary period and may be released from employment at any time without cause or recourse to any appeal or grievance procedures.
- Pre-Employment: All employment offers are contingent upon successful completion of OC San’s pre-employment process, which includes a background investigation, a physical examination, and a drug screen.
- Work Location Assignment: Employees will be assigned to a work location based on business needs which may be located at any/all of OC San locations; this work location may be changed at any time.