

Staff Report

for the Administrative Practices Committee Meeting of June 2, 2020

TO: Administrative Practice Committee

FROM: Greg Jones, Assistant General Manager
Jana Kolakowski, Human Resources Manager

DATE: May 26, 2020

SUBJECT: Addition of the Public Information Officer Classification

ADMINISTRATION

RECOMMENDATION:

Review and discuss the Public Information Officer classification and job description and advance a recommendation to the Board of Directors as appropriate.

BACKGROUND:

Communicating NID's work to the communities we serve, including daily operations and maintenance, special projects and long-term programmatic efforts require a full time professional to effectively direct and manage internal and external communications activities. A full-time Public Information Officer will assist the General Manager and senior staff to fulfill the ongoing need for, among other actions, consistent and clear District communications, professional relations with media, emergency communication management and District brand alignment through all messaging platforms.

This position has been placed in the Professional Unit by the General Manager, is FLSA exempt, and the job description has been sent to AFSCME as a courtesy.

This item is in alignment with Goal No. 2 of the District's Strategic Plan "Stewardship of District resources requires a collaborative and responsive relationship with our Local and Regional community". This position will be key in being responsive to customers and the community as a whole, ensuring a continuous stream of communication.

BUDGETARY IMPACT:

FY 2021 Salary plus Benefits:

Salary:	\$ 95,638 - \$116,230
Benefits (est. 60%):	<u>\$ 57,383 - \$ 69,738</u>
	\$153,021 - \$185,968

Attachments: (2)

- Public Information Officer Job Description
- Salary Survey

NEVADA IRRIGATION DISTRICT

Public Information Officer

NEVADA IRRIGATION DISTRICT

PUBLIC INFORMATION OFFICER

Range WOB97 – BOD XX/XX/2020

Class specifications are intended to present a descriptive list of the range of duties performed by employees in the class. Specifications are not intended to reflect all duties performed within the job.

DEFINITION

Perform a variety of professional communications duties including media relations, public relations and issues management advisor to the General Manager and senior management team. Anticipates and resolves emergency communications situations and ensures the public information efforts are aligned with the District's overall mission and brand and acts as a strategic adviser who is responsible for developing and managing the District's annual communications plan and effectively conducts a variety of internal and external communications duties.

SUPERVISION RECEIVED AND EXERCISED

Receives policy direction from the General Manager or designate.

Exercises direct supervision over assigned technical and administrative personnel.

ESSENTIAL FUNCTION STATEMENTS

Essential and other important responsibilities and duties may include, but are not limited to, the following:

Essential Functions:

1. Develops and manages communication goals, objectives, policies and standards for the District;
2. Serves as strategic advisor to senior leaders with respect to media, community, and government relations;
3. Works closely with subject matter experts and staff to develop public facing communications materials that are coordinated across platforms;
4. Customizes tone and approach of messages for a variety of audiences and coordinates the distribution of communications through a variety of methods.
5. Responsible for planning, writing, editing and producing news releases, factsheets, newsletters, brochures, bill inserts, editorials, articles, advertising, social media posts, scripts, exhibits and other outreach materials, educational initiatives and related communication materials created and executed by both staff and consultants;
6. Develop and implement communication strategies that support District mission and values;
7. Manages the maintenance of District website, including updating and developing of website content;

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Public Information Officer

Essential Functions: *(Continued)*

8. Develops, recommends, administers, and monitors budgets for advertising and public information programs;
9. Provides strategic guidance to managers on media relations and other external facing matters;
10. Coordinates the development of position papers and public testimony as necessary;
11. Effectively works with community based organizations, neighborhood groups, civic groups, service clubs, schools, youth organizations and other groups to maintain open lines of communication between the District and various stakeholder groups;
12. Makes oral presentations regarding District activities and services to a variety of community, governmental and other local interest groups;
13. Coordinates informational tours of District facilities for civic groups, other agencies and special groups;
14. In coordination with senior management as well as ACWA and AWWA, may participate in preparing the District's outreach efforts related to its legislative platform. Reviews, refers, tracks and coordinates responses to proposed federal, state and local legislation which could affect District programs and financial operations;
15. Coordinates appointments with targeted local, state and federal legislative representative and their staff members on a periodic basis;
16. Serves as PIO when the District's Incident Command Structure is activated;
17. Facilitates resolution of problems, concerns or complaints between residents and District staff and officials as needed;
18. Plans and evaluates the performance of assigned staff and manage professional service contracts and consultants;
19. Conducts Requests for Proposals (RFPs) for contract service providers and provide oversight of services performed;
20. Performs other related duties as assigned.

QUALIFICATIONS

Knowledge of:

- Principles, methods, and practices in the implementation of public affairs, community engagement, public information, outreach, and communication;
- Policies, principles, and practices and methods for developing and administering a comprehensive communications program and its application to water and/or resource management;
- Contemporary issues affecting local government and the community;
- Relevant federal state and local programs and related laws, policies and procedures;
- Management of group dynamics and meeting facilitation techniques and methods;
- Principles, methods and practices applied in design and implementation of one or more of the public affairs programs, including: government relations, community relations and CIP outreach, media relations and graphic services;

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Public Information Officer

- Strong written and verbal communications skills, methods and techniques of journalistic writing, proofreading and editing; correct English usage, including spelling, grammar and punctuation
- Verbal and PowerPoint presentation skills;
- Strategies for building relationships with local, state and federal public officials and organizations, business, industry and community leaders, media executives, editorial staff and reporters; special event planning; intranet and internet tools; and contract administration.

Ability to:

- Organize, prioritize and work on simultaneous assignments with attention to schedules and deadlines;
- Analyze situations quickly and objectively and to determine proper course of action;
- Exercise independent judgment and function effectively in a variety of difficult situations;
- Offer helpful information in order to create a favorable public image for the District.
- Effectively plan, direct, manage and coordinate projects;
- Provide clear direction to others;
- Properly interpret and make decisions in accordance with laws, regulations and policies;
- Demonstrate initiative and resourcefulness;
- Exercise independent judgment and work with a minimum of supervision;
- Effectively sustain frequent contact with a wide variety of people;
- Understand and relate to the needs of members of the community and professional groups;
- Establish and maintain effective working relationships with employees of the District and other government and community agencies;
- Understand the organization, policies and the operation of the District and of outside agencies as necessary to assume assigned responsibilities;
- Learn the organization, policies, procedures and operating details of the District;
- Operate and use modern office equipment including a computer and applicable software.

Responsibility to:

- Obey safe work practices, procedures, and regulations including wearing protective equipment and safety devices;
- Operate equipment in a careful and safe manner;
- Acknowledge the use of safeguards by other employees;
- Report any removal, displacement, damage, destruction, or tampering of safety devices, safeguards, notices or warnings;
- Report any safety risks or hazards to your supervisor or other management personnel;
- Report to your supervisor or other management personnel any work assignment that you feel would require you to perform the work in an unsafe manner.

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EXPERIENCE AND EDUCATION GUIDELINES

Any combination of experience and education that would likely provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:

Experience:

Five or more years of performing professional level public relations duties and five or more years of progressively responsible experience in the capacity of an equivalent job classification performing community outreach, public relations, government relations or legislative analyst work.

Education:

A Bachelor's Degree from an accredited college or university with major coursework in journalism, communications, marketing, public relations, political science, public administration, or related field.

License and Certificate:

Possession of, or ability to obtain, a valid California driver's license.

WORKING CONDITIONS

Environmental Conditions:

Work is normally performed in a temperature controlled office environment subject to typical office noise. Some duties may include working in an outdoor environment, depending on assignment.

Physical Conditions:

Essential functions may require maintaining physical condition necessary to sit at desk and/or stand at counter for long periods of time; intermittently twist and reach office equipment; write and use keyboard to communicate through written means; run errands as required; lift or carry weight of 25 pounds or less.

Mental Conditions:

Essential functions may require maintaining mental condition necessary to review documents related to department operations; observe, identify, and problem solve office systems and procedures; understand, interpret and explain department policies and procedures; explain and problem solve office issues for the public and with staff; handle conflict.

Organization	Position	Low	High	Salary Schedule Date
Water/Utility Agencies				
El Dorado ID	Communications and Media Relations Manager	\$ 102,003	\$ 123,986	Jan-20
PCWA	Public Affairs Manager	\$ 99,180	\$ 120,558	May-20
Sonoma County Water Agency	Water Agency Governmental Affairs Manager	\$ 113,205	\$ 137,603	May-20
Modesto ID	Public Affairs Specialist - Senior	\$ 99,548	\$ 127,420	Dec-19
Turlock ID	External Affairs Department Manager	\$ 126,060	\$ 160,860	May-20
		Average \$ 107,999	\$ 134,085	

Cities/Counties				
City of Roseville	Public Information Officer	\$ 95,545	\$ 128,041	May-20
City of Lincoln	Administrative Analyst II/PIO	\$ 61,087	\$ 82,155	Jul-20
Nevada County	Communications Manager	\$ 85,548	\$ 104,436	Jul-19
		Average \$ 80,727	\$ 104,877	

Nevada Irrigation District - Current/Comparables				
		Step 1	Step 5	
NID	Environmental Resources Administrator	\$ 98,072	\$ 119,225	Jan-20
NID				Jan-20
NID				Jan-20

Nevada Irrigation District - Proposed				
		Step 1	Step 5	
NID	Public Information Officer (WOB97)	\$ 95,638	\$ 116,230	N/A