

Staff Report

for the Regular Meeting of the Board of Directors, March 22, 2017

TO: Board of Directors

FROM: Jana Kolakowski, Human Resources Manager

DATE: March 15, 2017

SUBJECT: Formation of the Public Affairs Coordinator Position

ADMINISTRATION

RECOMMENDATION:

Adopt the formation of the Public Affairs Coordinator position and add the FTE to the Management Department as recommended by the Administrative Practices Committee on February 7, 2017.

BACKGROUND:

The District has steadily increased its reach, profile and impact as a California Water Special District over the years. As the District's initiatives, projects and level of influence have increased, its need for a focused resource in Public Affairs is evident.

By hiring a full-time Public Affairs Coordinator, the District will have the ability to centralize and mobilize its interactions with various government agencies, businesses, the press and the public. Formation of this position will add expertise and resources to NID and ensure a cohesive public affairs approach, and assist the General Manager and Assistant General Manager in their current public-facing activities.

Human Resources has worked with the District's outside compensation consultants to benchmark the new classification and the recommended range is attached. This position has been classified by the General Manager in the Non-Aligned Professional Bargaining Unit and therefore not forwarded for review by AFSCME local representatives.

BUDGETARY IMPACT:

In the past, the position has been handled by a number of different consultants and the approximate total cost was between \$97,500 and \$122,500 per year.

The District intends to use funds already budgeted for the current fiscal year that were allocated to cover the previous consultant fees for this position. These funds are located in the District's current fiscal year budget for Management in the Consulting Fees expense item as approved by the District's Board of Directors.

Attachments (s):

- Public Affairs Job Description
- Public Affairs Coordinator Salary Survey

NEVADA IRRIGATION DISTRICT

Public Affairs Coordinator **Range B77 – BOD DD/MM/YYYY**

*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

Serve the primary role of planning, organizing and/or implementing a comprehensive public information, media relations and communication program District-wide.

SUPERVISION RECEIVED AND EXERCISED

Receives direction and input from the Assistant General Manager.

ESSENTIAL FUNCTION STATEMENTS

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

Essential Functions:

1. Plans, implements and participates in public information and public affairs programs in accordance with the District's goals and objectives; coordinates the dissemination of information to the general public, communications media, public and private sector officials, industry and businesses.
2. Analyzes and evaluates the public's interest and extent of understanding of District programs and services through surveys and other methods. Advises management regarding program and service understanding, acceptance and effectiveness.
3. Researches topics and manages the development of copy and graphics for internet and intranet web pages; reviews and updates design and layout of District public websites; develops media image and associated outreach efforts; reviews web material and manages the District's web portal.
4. Identifies opportunities to improve customer, citizen and employee access via internet and intranet.
5. Manages public outreach efforts; plans, arranges, coordinates and may speak at briefings, workshops, information sessions, conferences, community events and education and public hearings; develops and may implement emergency communication.
6. Represents the District before the news media, public and private sector officials and administrative and legislative bodies on a variety of issues that impact the District's public awareness program; may speak at workshops, panel discussions, educational groups, and other events.
7. Manages the District's state and federal lobbying efforts.
8. Creates, disseminates and monitors all District social media accounts and commentary including but not limited to Facebook, Twitter and Instagram.

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Public Affairs Coordinator

9. Develops, recommends and implements guidelines, regulations and procedures regarding District-wide print and electronic media such as brochures, articles, fact sheets, photographs, video, web pages, graphics, advertisements, news releases and other materials; works with managers and policy makers regarding web image, media image and conceptualizes approaches to enhance understanding and acceptance of District projects and programs; reviews materials prior to dissemination to the media, citizens, and employees; understands District's project and program portfolio and ensures accuracy, thoroughness and understanding of materials; ensures materials enhance the District's image.
10. Manages the selection, contract development and work of contractors and consultants; monitors contract compliance and evaluates performance and work product.
11. Researches emerging issues; consults, advises and assists managers regarding policies which promote the understanding of programs and services and emerging issues; prepares speeches, scripts and related materials for public information purposes; facilitates understanding and resolution of perceived and real problems and issues; advises managers and employees on media communications matters.
12. Prepares correspondence in reply to inquiries from the public, general complaints, and suggestions relative to the District's programs and activities, consults with appropriate staff members to secure pertinent facts and information.
13. Prepares reports, newsletters, studies and other documents; may review or edit materials prior to dissemination; reviews and analyzes technical documents and materials, proposed legislation and case law for public information impact to the District and recommends an appropriate response; directs the maintenance of records and press clippings.
14. Build and maintain positive working relationships with co-workers, other District employees and the public using principles of good customer service.
15. Perform related duties as assigned.

QUALIFICATIONS

Knowledge of:

1. Superior written communication skills in the English language including grammar, spelling, punctuation.
2. Effective public speaking and presentation skills in the English language with a variety of audiences including the District's Board of Directors, staff, members of the public and members of the media.
3. Principles and practices of leadership, motivation, team building and conflict resolution.
4. Pertinent local, State and Federal rules, regulations and laws.
5. Modern office equipment including use of applicable computer applications.
6. Principles and practices of supervision, training and personnel management.

Ability to:

1. Develop written content for internal and external dissemination in print and digital format.

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Public Affairs Coordinator

2. Use advanced methods and equipment for producing pamphlets, presentations, documentation, website or video content.
3. Analyze problems, identify alternative solutions, project consequences of proposed actions and implement recommendations in support of goals.
4. Gain cooperation through discussion and collaboration.
5. Operate and use modern office equipment including a computer and applicable software.
6. Establish and maintain effective working relationships with those contacted in the course of work.

Responsibility to:

1. Obey safe work practices, procedures, and regulations including wearing protective equipment and safety devices.
2. Operate equipment in a careful and safe manner. Acknowledge the use of safeguards by other employees.
3. Report any removal, displacement, damage, destruction, or tampering of safety devices, safeguards, notices or warnings.
4. Report any safety risks or hazards to your supervisor or other management personnel.
5. 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.

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 years of increasingly responsible experience in a public relations and/or communications role, preferably in a public sector utility.

Education:

Equivalent to a Bachelor's degree from an accredited college or university with major course work in public relations, communications, journalism, business administration, public administration or a related field.

License and Certificate:

Possession of 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 require field visits in an outdoor environment subject to outdoor

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conditions including extreme heat and cold and wet, humid conditions, fumes and/or airborne particles. Conditions include attendance at evening meetings and irregular hours as necessary to meet deadlines and achieve objectives as well as periodic travel.

Physical Conditions:

Essential functions may require maintaining physical condition necessary to sit at desk for long periods of time; bend, squat, climb, kneel and twist when performing field duties; intermittently twist to reach equipment surrounding desk; perform simple and power grasping and fine manipulation, pushing and pulling; use telephone; write or use a keyboard to communicate through written means; and lift or carry weight of 50 pounds or less.

Mental Conditions:

Essential functions may require maintaining mental condition necessary to write and edit technical and non-technical reports and media content; interpret and evaluate staff reports and related documents; know and interpret laws, regulations and codes.

External Market Comparisons (Monthly)

Agency	Classification	Barg Unit	Maximum Base Salary	Retirement & Other Contributions	Total Cash	Health Benefits	Total Compensation	Comments
Placer County	Public Information Assistant II	gen	\$6,924	\$346	\$7,270	\$3,347	\$10,617	
El Dorado Irrigation District	Public Information Officer	all same	\$8,911	\$0	\$8,911	\$2,485	\$11,396	Reports to General Manager
Modesto Irrigation District	Public Affairs Specialist II	mc	\$8,155	\$408	\$8,563	\$3,036	\$11,598	
South San Joaquin Irrigation District	Communications Coordinator	mngt	\$7,561	\$855	\$8,416	\$2,642	\$11,058	Reports to the General Manager
Tuolumne Utilities District	Customer/Public Relations Coordinator		\$6,947	\$0	\$6,947	\$2,758	\$9,705	Reports to General Manager; no BA required
Labor Market Median			\$7,561	\$346	\$8,416	\$2,758	\$11,058	

Annualized \$90,730

Nevada Irrigation District - Proposed (Monthly)

Agency	Classification	Barg Unit	Base Salary	Retirement & Other Contributions	Total Cash	Health Benefits	Total Compensation	Comments
Nevada Irrigation District	Public Affairs Coordinator-Step 1	Professional	\$6,465	\$1,938	\$8,403	\$2,143	\$10,547	Reports to Asst. General Manager. Schedule WO, Range B77
Nevada Irrigation District	Public Affairs Coordinator-Step 2	Professional	\$6,784	\$2,033	\$8,818	\$2,143	\$10,961	
Nevada Irrigation District	Public Affairs Coordinator-Step 3	Professional	\$7,126	\$2,136	\$9,262	\$2,143	\$11,405	
Nevada Irrigation District	Public Affairs Coordinator-Step 4	Professional	\$7,483	\$2,243	\$9,726	\$2,143	\$11,869	
Nevada Irrigation District	Public Affairs Coordinator-Step 5	Professional	\$7,850	\$2,353	\$10,203	\$2,143	\$12,347	

Annualized \$85,508.80