

CLASS SPECIFICATION
Conservation Program Manager

FLSA Status: Exempt
Union Representation: Nonrepresented

GENERAL PURPOSE

Under general policy direction develops, implements and manages resource conservation initiatives; directs and implements education and outreach efforts to businesses and residents related to waste reduction, recycling, and energy efficiency; establishes public outreach and involvement programs geared to changing consumer behavior; and performs related duties as assigned.

DISTINGUISHING CHARACTERISTICS

This is a single position classification responsible for managing and developing resource conservation activities and programs for the Bureau of Planning and Sustainability (BPS). The incumbent provides bureau-wide guidance regarding community involvement and outreach and supervises a team that designs and administers outreach programs. Assignments are broad in scope and results are evaluated based on accomplishment of objectives. Incumbent is expected to manage outreach for technically complex programs and projects with awareness of intergovernmental and community issues and sensitivities.

The Conservation Program Manager is distinguished from Senior Conservation Programs Coordinator in that the incumbent of the former class has management responsibility for the programs, resources and people of one of the Office's divisions.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Any one position in this class may not perform all the duties listed below, nor do the listed examples of duties include all similar and related duties that may be assigned to this class.

1. Plans, organizes, controls, integrates and evaluates the work of assigned staff; with staff, develops, implements and monitors work plans to achieve bureau mission, goals and performance measures; directs the development of and monitors performance against the annual division budget; manages and directs the development, implementation and evaluation of work programs, plans, processes, systems and procedures to achieve City and bureau goals, objectives and performance measures consistent with the City's quality and citizen service expectations.

2. Plans, organizes, directs and evaluates the performance of assigned staff; establishes performance requirements and personal development targets; regularly monitors performance and provides coaching for performance improvement and development; provides compensation and other rewards to recognize performance; takes disciplinary action, up to and including termination, to address performance deficiencies, in accordance with City Charter, Code, human resources policies and labor contract agreements.
3. Provides leadership and works with staff to develop and retain a high performance, service-oriented work environment that supports the City's and bureau's mission, objectives and service expectations; provides leadership and participates in programs and activities that promote workplace diversity and a positive employee relations environment.
4. Plans, organizes, integrates, directs and implements the OSD's training, education and outreach efforts to both businesses and residents; supervises the design and administration of outreach programs; researches, develops and implements program plans, including features, budget, policies, procedures and resource needs; coordinates program activities with bureau program managers, media relations staff, other bureaus and City offices; develops program partnerships with external agencies and organizations; evaluates effectiveness of program activities and implements alternatives.
5. Manages overall OSD community involvement and outreach; formulates overall outreach goals; develops messages and determines target audiences; develops methods of promoting projects to the public; contributes to development of marketing and public involvement concepts for effective representation of bureau projects; advises program managers on community outreach strategies and in setting targets for successful outreach efforts.
6. Develops strategies and processes for facilitating community discussion and for objective representation of community issues; facilitates public dialogues and consensus building groups; consults with community leadership; mobilizes community resources; identifies established and emerging community leaders and engage their participation; facilitates intra-bureau problem-solving efforts; provides opportunities for collaborative decision-making; ensures bureau public involvement efforts are coordinated with other related city outreach efforts; ensures the bureau complies with public notification requirements.
7. Researches and communicates political issues; recommends policy changes and directives; prepares and makes presentations; briefs and consults with elected officials, City staff, other government entities and industry representatives regarding major issues, findings, or concerns.

8. Identifies and secures continued funding for conservation programs, through grants, contracts and interagency agreements.

OTHER DUTIES

1. Maintains an up-to-date understanding of current legislation relative to resource conservation issues affecting the City.

MINIMUM QUALIFICATIONS

Knowledge of:

1. Policies, practices and methods for developing and administering resource conservation programs.
2. Current trends and strategies, principles and practices applicable to resource conservation.
3. Federal, state and local laws, rules, regulations and standards applicable to resource conservation.
4. Local and regional conservation issues as they affect bureau operations and bureau objectives for conservation.
5. Principles, methods and practices applied in design and implementation of community outreach and public involvement programs.
6. City and bureau policies, programs, functions and regional issues associated with public involvement issues and challenges.
7. Social-based marketing principles, theories and techniques.
8. Current trends and methods in public involvement and outreach.
9. Principles, practices and techniques of group process facilitation, conflict resolution, collaborative processes, consensus building and sound business communications.
10. Principles, practices and methods of program, administrative and organizational analysis.
11. Principles and practices of public administration, including budgeting, purchasing, contracting and maintenance of public records.

12. Principles and practices of effective management and supervision.

13. City human resources policies and labor contract provisions.

14. Basic research methods and statistical analysis techniques.

Ability to:

1. Understand, explain, interpret and apply complex federal, state and City requirements relating to resource conservation.
2. Evaluate existing resource conservation programs and practices and make sound recommendations for improvement.
3. Analyze difficult and complex program, administrative, operational and organizational objectives and issues; and evaluate alternatives and reach sound, logical, fact-based conclusions and recommendations.
4. Coordinate program activities with multiple stakeholders and facilitate development of partnerships and multi-agency agreements.
5. Supervise, direct and evaluate the work of conservation professionals.
6. Exercise sound independent judgment within policy guidelines.
7. Communicate effectively, orally and in writing.
8. Use problem-solving and conflict-resolution skills in sensitive situations.
9. Prepare clear and concise analytical reports and other materials.
10. Problem-solve and partner with citizens, community groups and other bureaus.
11. Operate a computer and use standard word processing presentation, spreadsheet, graphics illustration and database software.
12. Establish effective working relationships with City managers, employees, other government agency officials, state energy and regulatory staff, local utilities, trade allies, funding agencies, professional and community groups, the media and others encountered in the course of work.

Training and Experience:

A typical way of obtaining the knowledge, skills and abilities outlined above is graduation from a four-year college or university with major course work in communications, public administration, environmental studies or a closely related field; and five years of progressively responsible experience in the development and implementation of natural resource conservation programs and community involvement programs, at least two years of which were at a supervisory level; or an equivalent combination of training and experience.

Licenses; Certificates; Special Requirements:

A valid state driver’s license.

PHYSICAL AND MENTAL DEMANDS

Persons with disabilities may be able to perform the essential duties of this class with reasonable accommodation. Reasonable accommodation will be evaluated on an individual basis and depends, in part, on the specific requirements for the job, the limitations related to disability and the ability of the hiring bureau to accommodate the limitation.

Class History:

Adopted: 07-01-02

Class created as a result of Nonrepresented Classification & Compensation Study, 2000-2002. This class is composed of positions from the following class(es):

Adopted: 07-01-92

7494 SENIOR COMMUNITY RELATIONS SPECIALIST.

Revised: 11/22/04

Broaden the span of control

Revised: 01/24/07

Modified duties to include community outreach and involvement.

Removed green building and energy policy responsibilities. Changed title from Energy Conservation Program Manager.

Revised: 09/16/10

Changed reference to Office of Sustainable Development (OSD) to Bureau of Planning and Sustainability (BPS).

June 2009 - Change Job Class number from 7232 to 30000509, due to system change.