

CLASS SPECIFICATION
Environmental Services Public Affairs Manager

FLSA Status: Exempt
Union Representation: Nonrepresented

GENERAL PURPOSE

The incumbent serves as the top public affairs, public information, and strategic communications professional in the Bureau of Environmental Services (BES); provides strategic advice to the BES Director and bureau leadership team in the development and implementation of all internal and external communications, advises Bureau management and elected officials on communication strategies; serves on the bureau's leadership team; manages a professional staff carrying out bureau-wide public information, involvement and education programs and media relations; insures regulatory compliance for public reporting; and performs related duties as assigned.

DISTINGUISHING CHARACTERISTICS

The Environmental Services Public Affairs Manager serves a key strategic role in advising Bureau senior management and elected officials in the development of outreach strategies and tools responding to complex environmental issues of a critical nature to the City, including intergovernmental environmental policy and regulatory issues. The incumbent participates in setting the strategic direction and policies of the bureau relating to community, workplace and bureau performance measurement issues. The position establishes strategic relationships with other related bureaus, community and governmental organizations and fosters a high level of engagement on key environmental issues and related capital projects. The position requires initiative, political acumen and the exercise of considerable discretion in carrying out responsibilities.

Environmental Services Public Affairs Manager is distinguished from Public Information Manager in that the former class works in the Bureau of Environmental Services. The Bureau addresses projects and issues with a high level of political and regulatory complexity, addresses community interests that have substantial impact on City operations and citizens, and has significant interaction with state and Federal regulatory agencies, all of which have long term implications for the environmental health of the city.

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; develops, implements and monitors work plans to achieve bureau mission, goals and performance measures; directs the development of and monitors performance against the bureau's 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 to develop and retain highly competent, service-oriented staff through selection, compensation, training and day-to-day management practices that support 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. Provides strategic advice and counsel to the BES director and bureau leadership team in the design and implementation of internal and external communications; represents the BES Director with the Mayor, city council, City bureaus, community, business and advocacy groups.
5. Develops comprehensive communications strategies and programs and manages internal and external communications; researches and analyzes current trends and needs; develops and implements bureau-wide marketing programs and evaluates their success; manages contracts for supplemental work in communications, strategic planning, employee development, public information or public involvement; develops request for proposals, scope of work, budget and timeline; and interviews, hires, monitors and evaluates contractors.
6. Provides guidance to the Office of Healthy Working Rivers (OHWR) in the development and implementation of strategic plans for civic involvement, communication and messaging; addresses politically charged situation in all plans and communications.
7. Represents and protects the City's position in various policy and regulatory forums; develops strategic responses to continuing evolution of Federal and state regulatory issues including financial and operational impacts to the bureau.
8. Works with elected officials and their staff assigned to BES and the OHWR in developing internal and external communication and public outreach strategies and tools based on strategic agendas at all levels; promotes BES involvement with the community for capital projects and key environmental issues; fosters a high level of civic engagement.
9. Serves on the bureau's leadership team; manages the update and implementation of the bureau's strategic plan, identifies and helps implement organizational system changes that reflect strategic plan updates; participates in setting the strategic direction and policies of the bureau; participates in the bureau's management excellence program and in programs that promote workplace diversity and positive employee relations; oversees bureau-wide

performance measures reporting; oversees bureau efforts in providing good customer service; directs improvements as needed.

10. Establishes strategic working relationships with other related bureaus and community partners; assists the BES Director in developing strategic partnerships, communications, and interactions with the City's elected leadership, other related City bureaus, government organizations and the BES senior leadership team; coordinates with regional agencies to develop and implement regional public awareness and media campaigns; develops partnerships with other public and private organizations to develop educational opportunities for diverse audiences; develops community partnerships by coordinating outreach to businesses and non-profit agencies.
11. Coordinates closely with the bureau's Environmental Intergovernmental Relations Manager and Environmental Compliance Manager on strategic approaches to environmental policy and regulatory issues; ensures regulatory compliance with public reporting requirements.
12. Coordinates bureau responses to public information requests from public, environmental groups, resource agencies and elected officials; develops bureau-wide media relations policies; assures legal compliance in areas affecting public access to information and public information retention and distribution.
13. Manages staff that organizes media events, presents information at public events and professional meetings,
14. Oversees staff efforts to develop, review, edit and direct production of a wide variety of communications and informational materials, including fact sheets, brochures, articles, reports, news releases, advertising, promotions and public information materials for bureau projects and programs, bureau website, community events and display development.
15. Manages staff that conducts media relations, citizen involvement and public information assistance programs, coordinates press conferences, special events and bureau educational offerings; creates opportunities for public input.

OTHER DUTIES

1. Conducts special projects as requested.
2. May act as a lead City-wide Public Information Officer during emergencies.

DESIRED MINIMUM QUALIFICATIONS

Knowledge of:

1. Principles, practices and techniques of public information, public affairs, community outreach and community involvement.
2. Advanced administrative principles and methods, including goal setting, organizational analysis, program development and implementation.

3. Bureau organization, functions, program mandates and interrelationships with other bureaus.
4. Methods and techniques of issue and image management.
5. Methods and techniques for creating effective media and public relations materials.
6. Principles and practices of sound and effective business communications.
7. Industry trends and media practices as they apply to developing and carrying out public information/public affairs programs.
8. Principles and practices of program and project management.
9. Principles and practices of public administration, including budgeting, purchasing, contracting and maintenance of public records.
10. Federal, state and local laws, regulations and court decisions affecting operation of bureau programs.
11. Social, political and environmental issues influencing program/project development and implementation.
12. Research methods and analysis techniques.
13. Crisis management techniques and Incident Command Emergency Operations for emergency response.
14. City contracting and accounting policies and procedures.
15. Principles and practices of effective management and supervision.
16. City human resources policies and labor contract provisions.

Ability to:

1. Plan and direct a broad range of programs and initiatives directed to building and maintaining cooperative and collaborative working relationships and partnerships with elected officials, all levels of City management, employees, media representatives, community, business groups and the public.
2. Analyze difficult and complex issues and strategies, reach sound, logical, fact-based conclusions and recommendations.
3. Understand, interpret, explain and apply local, state and federal policy, law, regulation and court decisions relating to the bureau's operations. .

4. Develop concepts and design specific methods and techniques to improve communications and the distribution of information of general interest to bureau stakeholders.
5. Develop and apply creative solutions to complex issues, often within a highly charged or sensitive environment.
6. Advise Bureau leadership team on implementing significant organizational changes as identified in strategic planning and performance measurement efforts.
7. Lead, facilitate and/or participate in the strategic planning, organization design, implementation and monitoring of comprehensive bureau programs.
8. Evaluate division practices and make sound recommendations for improvement; develop and implement appropriate procedures and controls.
9. Prepare clear, concise and comprehensive correspondence, reports, studies and other written materials.
10. Exercise sound, expert independent judgment and political acumen within general policy guidelines.
11. Exercise tact, diplomacy and discretion in dealing with highly sensitive, complex, confidential and controversial issues and situations.
12. Establish and maintain effective working relationships with all levels of City employees, elected officials, representatives of other governmental agencies, business and community leaders, media representatives, the public 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 a major in communications, public or business administration, environmental studies or a closely related field; and seven years of progressively responsible public affairs, public information, or intergovernmental relations experience, at least five of which were in a management capacity and included experience in high level policy support and program development; or an equivalent combination of training and experience. Experience in a governmental setting is preferred.

Licenses; Certificates; Special Requirements:

A valid state driver's license may be required for certain assignments.

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: Council approval on March 17, 2010. Retroactive effective date to July 7, 2009.

Revised: