



**DECEMBER 2018
FLSA: EXEMPT**

PRINCIPAL PUBLIC AFFAIRS SPECIALIST

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 general direction, develops, coordinates, implements, and manages the most complex public and legislative affairs programs and activities having significant District-wide impact; develops new programs or enhancements to existing programs; serves as the District's expert and/or internal consultant on highly complex public affairs and community outreach activities within the Public Affairs Division; serves as team lead within the division; works closely with District's management staff in providing professional technical expertise and advice; and performs related work as required.

SUPERVISION RECEIVED AND EXERCISED

Receives general direction from the assigned supervisory and/or management staff. Exercises no direct supervision of staff. May exercise functional and technical leadership in assigned workgroups or teams and coach and/or mentor less experienced staff.

CLASS CHARACTERISTICS

This classification is the third of three (3) levels within the public affairs job series. Employees perform the most difficult and responsible assignments, projects, analyses, and programs assigned to classes within this series requiring advanced knowledge of the concepts, practices, procedures, and policies of public affairs programs and functions. Employees at this level are required to be fully trained in all procedures related to assigned areas of responsibility and provide leadership to less experienced staff. Responsibilities include the oversight of programs and/or projects. The incumbent organizes and oversees program activities and is responsible for providing advanced-level professional support to management staff in a variety of areas.

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.

- Serves as advocate for the District; builds and maintains relationships with the general public; interacts with the public and the media; keeps public informed about activities of the District and District officials; responds to questions and inquiries regarding District operations and activities.
- Represents the District at various industry and other professional meetings; attends community presentation meetings; serves as community liaison and one of the primary spokespersons for the District.
- Serves as an expert and/or internal consultant to management regarding the larger and most complex public affairs programs having significant District-wide impact. Provides guidance and expert level advice relative to area(s) of assignment; provides assistance to various studies impacting the whole organization; participates in the development of public relations strategies; recommends and assists in

the implementation of goals and objectives; monitors program performance; recommends and implements modifications to systems and procedures.

- Develops, prepares and administers approved budget; monitors expenditures.
- Plans, researches and executes various programs/tasks including preparing written materials, writing and reviewing presentations, scripts, speeches, and press releases; participates in the preparation of the District's annual report; prepares customer response letters; develops internal communications to employees and Board members.
- Develops and implements new or enhanced systems, methods, and procedures; monitors program progress in meeting goals and objectives; conducts updates with management staff to inform and advise on program progress; makes adjustments as necessary.
- Coordinates assigned services and program activities with other District departments, ensures alignment with District's strategic plan.
- Maintains awareness of new developments in the field of public affairs and community outreach; incorporates new developments into programs as appropriate.
- Attends and participates in professional group meetings; stays abreast of new trends and innovations in the field of public affairs and public affairs; researches emerging products and enhancements and their applicability to District needs.
- Performs related duties as assigned.

QUALIFICATIONS

Knowledge of:

- Advanced principles, practices, and techniques of public affairs programs.
- Advanced principles and applications of critical thinking and analysis.
- Administrative principles and practices, including goal setting, program development, implementation, evaluation, and project management.
- Organizational and management practices as applied to the analysis and evaluation of programs, policies, and operational needs.
- Operations, services, and activities of public affairs, legislative, and community outreach programs.
- Principles and practices of public affairs program development and implementation.
- The full range of concepts, practices, procedures, methods, and techniques used in public relations, media relations, and community outreach.
- Advanced methods and techniques used in developing communications for internal and external audiences.
- Advanced writing principles and practices including elements of persuasive writing and argument.
- Methods and techniques of data collection, research, and report preparation.
- Methods and techniques of statistical and financial analysis.
- Principles and practices of budget preparation and administration.
- Applicable Federal, State, and local laws, regulatory codes, ordinances, and procedures relevant to assigned area of responsibility.
- Recent and on-going developments, current literature, and sources of information related to the operations of the assigned programs.
- Principles of business letter writing and basic report preparation.
- Principles and procedures of record-keeping and reporting.
- Modern office practices, methods, and computer equipment and applications related to the work, including word processing, database, and spreadsheet applications.
- English usage, grammar, spelling, vocabulary, and punctuation.
- Basic principles and practices of employee supervision.
- Techniques for effectively representing the District in contacts with governmental agencies, community groups, and various business, professional educational, regulatory, and legislative organizations.

- Principles and practices of customer service and techniques for effectively communicating with the public, vendors, contractors, and District staff.

Ability to:

- Plan, schedule, assign, oversee and review the activities of assigned workgroups or teams.
- Oversee programs and/or projects and promote the individual professional growth and development of less experienced staff.
- Resolve conflict through workable solutions and alternative approaches.
- Inspect the work of others and maintain established quality control standards.
- Train others on proper work procedures.
- Adhere to safe work practices and procedures in the workplace.
- Apply critical thinking and analysis to a broad range of situations.
- Develop and independently implement assigned public affairs programs.
- Perform work of a highly specialized nature requiring the ability to use independent judgment and personal initiative.
- Evaluate and recommend improvements in operations, procedures, policies, or methods.
- Prepare clear and concise reports, correspondence, policies, procedures, and other written materials.
- Provide management with guidance and counsel on matters having public affairs impact.
- Recommend and implement goals and objectives for providing public affairs and community outreach programs.
- Research, design, plan, and implement public affairs or educational campaigns.
- Identify target audiences and develop pertinent messages.
- Analyze problems, identify alternative solutions, project consequences of proposed actions, and implement recommendations in support of goals.
- Identify problems, research and analyze relevant information, develop and present recommendations and justification for solution.
- Use critical thinking techniques and advanced methods in reaching independent decisions.
- Effectively represent the division and the District in meetings with governmental agencies, contractors, vendors, and various businesses, professional, regulatory, and legislative organizations.
- Understand the organization, operation, and services of the District and of outside agencies as necessary to assume assigned responsibilities.
- Interpret, explain, and apply applicable Federal, State, and local laws, codes, and regulations as well as District policies and procedures.
- Work cooperatively with other departments, District officials, and outside agencies.
- Respond tactfully, clearly, simply, concisely, and appropriately to inquiries from the public, press, or other agencies on sensitive issues in area of responsibility.
- Speak in public to large groups of people.
- Interpret technical information for a variety of audiences.
- Conduct or participate in various studies and analyses including those on new and existing programs and special projects.
- Conduct complex research projects on a wide variety of topics, evaluate alternatives, make sound recommendations, and prepare effective technical staff reports.
- Perform with a high degree of creativity in developing innovative solutions to communications and design issues.
- Prepare and administer an assigned program budget.
- Maintain confidentiality and be discreet in handling and processing confidential information and data.
- 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.
- Effectively communicate in person, over the telephone, and in writing.
- Operate a motor vehicle and travel to various District sites, projects and/or meetings.
- Use tact, initiative, prudence, and independent judgment within general policy and legal guidelines.
- Utilize a computer, relevant software applications and/or other equipment.

- 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 OCSD.

1. Bachelor's degree from a college or university accredited by the U.S. Department of Education, with major coursework in communications, public relations, marketing, or a related field; AND,
2. Five (5) years of work experience in the development of public affairs, communication and/or community outreach programs.

Licenses and/or Certifications:

- Valid California Class C Driver's License.

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

Must possess mobility to work in a standard office setting and use standard office equipment, including a computer; ability to travel to various District sites, projects and/or meetings; vision to read printed materials and a computer screen; and hearing and speech to communicate in person, before groups, and over the telephone. This is primarily a sedentary office classification although standing in and walking between work areas may be required. Finger dexterity is needed to access, enter, and retrieve data using a computer keyboard or calculator and to operate standard office equipment. Positions in this classification occasionally bend, stoop, kneel, reach, push, and pull drawers open and closed to retrieve and file information. Positions in this classification frequently lift, push, pull and/or carry reports, records, displays, equipment and other promotional materials weighing up to 25 pounds.

ENVIRONMENTAL ELEMENTS

Employees work in an 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.