

EAST BAY REGIONAL PARK DISTRICT

COMMUNITY RELATIONS MANAGER

GENERAL FUNCTION

Under direction, plans, coordinates, and implements programs to encourage the use of Park District facilities by culturally diverse groups and individuals. Develops and maintains relationships with local governments, other jurisdictions, community organizations, and concerned groups and individuals to further the aims and objectives of the District. Conceives and conducts special events. May supervise a staff in the accomplishment of the above. Performs other work as required.

ESSENTIAL FUNCTIONS

The essential functions of this position include, but are not limited to:

In the Community Relations arena

General Manager Support - develops and maintains relationships with local governments, other jurisdictions, and concerned groups, organizations, and individuals to further the aims and objectives of the District. Schedules and/or attends meetings, such as mayors' conferences, quarterly liaison meetings with EBMUD, LARPD, Alameda and Contra Costa Counties, etc.; prepares agenda, backup material, and speeches for the General Manager or the AGM for Public Affairs; represents the District in their absence to present the District's interests and goals; handles issues that arise out of such meetings and coordinates responses or recommendations with appropriate District staff. Performs special projects for the General Manager.

In the Outreach focus arena

Formulates programs and relationships to encourage culturally diverse utilization of the parks and other District facilities; solicits community input to ensure the District's programs are of interest to and meet the needs of the community's diverse constituency; fosters partnerships with school districts, recreation and conservation agencies, and community organizations representing various cultures and ethnic groups. Conceives, organizes, and conducts special events; coordinates plans and event support with organizations and groups.

Supervision

Supervises staff in the accomplishment in some, or all, of the above duties. Interviews candidates and makes selections; evaluates performance; recommends or approves training requests; schedules vacations and approves requests for leave; resolves employee dissatisfactions; takes appropriate discipline.

MINIMUM QUALIFICATIONS

Education: Graduation from a 4-year college or university with major course work in public relations, communication, public administration, or in a related field, AND

Experience: Four years of professional or technical experience in community relations, community outreach, fund raising, or related fields.

OR AN EQUIVALENT COMBINATION OF EDUCATION AND EXPERIENCE

KNOWLEDGE, SKILLS & ABILITIES

Knowledge of the principles, practices, and methods of public relations. Knowledge of East Bay corporate, business, community, political, and media organizations and key representatives. Ability to speak persuasively in public forums and to work effectively with governmental staff and elected officials. Ability to compose correspondence, speeches, studies, and reports. Ability to plan and organize special events and outreach strategies. Ability to work under strict deadlines and with multiple priorities. Ability to supervise others. Ability to analyze data and other information. Knowledge of word processing programs.

REPORTS TO: AGM, Public Affairs

SUPERVISES: Support staff

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