

EAST BAY REGIONAL PARK DISTRICT

ASSISTANT GENERAL MANAGER FOR PUBLIC AFFAIRS

GENERAL FUNCTION:

Under general direction, directs and coordinates the District's efforts to promote its parklands, programs and image through various community relations and public information programs and initiatives. Serves as the Executive Director of the Regional Parks Foundation that provides private sector funding for District facilities and programs. Also serves as a key member of the District's executive leadership team with significant involvement in overall District planning and management.

ESSENTIAL FUNCTIONS:

Serves as a senior manager, directly supervising program manager(s), subordinate supervisors and small staff of administrative, technical and support employees engaged in various activities to inform, promote and educate the general public about the wide variety of available activities and programs. Typical customers of the outreach efforts are individual residents of the service population, public and private organizations, under-served groups, and the media. Responsible for creating and publishing a wide variety of publications, maps, posters, signs, program guides, press releases and arranging for public presentations meant to further a positive image of the District and publicize new and existing programs and activities. Manages assigned programs through coordinated leadership assuring the Division meets specifically assigned ongoing and annual operational and financial objectives. Assumes overall responsibility for managing a moderate Operational and Capital Budget and develops, justifies and defends proposed budget submissions. Resolves internal problems and issues and coordinates with other District organizations on broader problems and issues.

Appointed by the General Manager, serves as Executive Director of the Regional Parks Foundation, a separate IRS designated non-profit organization. Responsibilities include working with an appointed Board to develop and implement comprehensive private sector fund raising strategies, plans and efforts on behalf of the District's facilities and programs. Oversees the work of paid consultants in developing and executing fund raising strategies to identify and reach potential donors. Donations exceed \$1 million annually and significantly contribute to the successful accomplishment of ongoing and special District programs and activities.

Serves as the District's primary spokesperson on public, special interest group, and media inquiries, coordinating issues and concerns with appropriate operational staff and preparing official responses. Representational duties require significant interpersonal communication skills when issues are conflicted and maintaining the District's positive public image is critical. Also serves as the District's representative to a number of external governmental organizations assuring that the District's operational and financial interests receive maximum attention and decisions are consistent with overall District strategic planning.

Serves as a member of the District's senior management staff. Chairs or serves on several key planning work groups that provide critical input to the General Manager and/or Board of Directors on long term operational and financial plans and strategies that will achieve financial solvency and meet the District's vision for the future. Provide technical expertise in community and media relations, which is critical because errors in public relation efforts could potentially impact public donations and the District's public image.

MINIMUM QUALIFICATIONS:

- Education: A Bachelor's Degree from an accredited college or university in public administration or communications, journalism, media or public relations, marketing or a closely related field; and
- Experience: Eight years of progressive responsible public sector experience in one or more of several related functions, i.e., public, community, governmental and/or media relations, and fund raising and foundation operations. At least three of the eight years of experience must have been at the senior management level.
- Substitution: A Master's Degree in public administration or communications, journalism, media or public relations, marketing or a closely related field may be accepted as an equivalent to a maximum of three of the required eight years of experience.

OR AN EQUIVALENT COMBINATION OF EDUCATION AND EXPERIENCE

KNOWLEDGE, SKILLS AND ABILITIES:

Thorough knowledge of public relations and information, local government operations, current issues and financing techniques, community outreach and fund raising principles and practices and requirements of directing an effective public affairs program. Understanding of tax law and regulations governing non-profit organization operations and fund raising. Understanding of requirements and qualities of effective graphic products and presentations. Must possess significant knowledge of management and supervisory principles and practices, and sound judgment and leadership skills. Highly developed verbal and written communication skills and the ability to work cooperatively with divergent groups are also required.

SPECIAL CONDITIONS OF EMPLOYMENT:

A valid California State driver's license is a condition of initial and continued employment in this position.

REPORTS TO: General Manager

Employment Category: Management, Range MG07
Adopted by Board: 01/14/1986
Resolution #:
Revised by General Manager: 12/21/01

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