##### Water Replenishment District

##### of Southern California

Manager of Communication & Education Services

**THE ORGANIZATION**

The Water Replenishment District of Southern California (WRD) was formed in 1959 to manage the Central and West Coast groundwater basins.

WRD’s mission is to provide, protect and preserve high quality groundwater through innovative, cost-effective and environmentally sensitive basin management practices for the benefit of residents and businesses of the Central and West Coast Basins.

WRD provides groundwater for four million residents (10% of the State’s population) in 43 cities in a 420-square mile area of southern Los Angeles County. WRD protects the Central and West Coast Groundwater Basins through groundwater replenishment, deterrence of seawater intrusion and groundwater contamination prevention and clean-up programs.

WRD is governed by a five-member elected Board. It has 33 employees and an annual operating budget of $65 million.

**THE POSITION**

At the direction of the General Manager, the Manager of Communication & Education Services is responsible for planning and implementing communication and education programs inside and outside WRD and by managing the quality and consistency of communication, aims to increase the public’s understanding and awareness of WRD while simultaneously building positive attitudes. The person in this position is responsible for ensuring the consistency and quality of organizational communications and education programs that increase understanding and awareness of the Water Replenishment District of Southern California (WRD) and its mission to many different audiences, including stakeholders, customers, employees, elected officials, and the media.

**JOB REQUIREMENTS**

**Summary of Responsibilities**: This job description is intended as a summary of the primary responsibilities of and qualifications for this position. The job description is not intended as inclusive of all duties an individual in this position might be asked to perform or of all qualifications that may be required either now or in the future. Nothing in this job description restricts management’s right to assign or reassign duties and responsibilities to this job at any time.

Other primary job responsibilities include the following:

* Develop, integrate, and implement communication and education programs designed to enhance the WRD brand.
* Cultivate and maintain strong media relationships.
* Advance WRD’s position with relevant constituents.
* Develop and executive varied and integrated communications products including website, print publications, newsletters, online communications, media and public relations.
* Create and launch new media and marketing.
* Work with the General Manager to achieve organizational goals and objectives by administering the communication and education program initiatives as determined by the larger organizational strategic planning process.
* Evaluate an integrated strategic communications & education master plan to advance WRD's brand identity and broaden awareness of its programs and priorities.
* Refine WRD’s core messages to ensure brand consistency.
* Resolve public affairs issues.
* Serve as executive editor for the development, production and maintenance of WRD’s internal and external communication vehicles, including the main website, marketing materials, publications, newsletters, invitations, flyers, advertisements, and annual reports.
* Enhance meaningful relationships with targeted, high-level external audiences.

**Essential Job Functions:** Write and coordinate production of external communications including but not limited to website content, press releases, advertising and collateral materials.

The Manager of Communication & Education Services will advise and train other staff members of WRD on the proper way to spread messages to various stakeholders. For example, they might advise senior managers on techniques for communicating with customers, elected officials, regulators or the media. The Manager of Communication & Education Services will also provide practical support to the management team and Board of Directors by writing speeches and presentation scripts, or briefing them on how to respond to the type of questions they are likely to face.

The Manager of Communication & Education Services will be responsible for producing leaflets and communication & education aids, such as presentations or media kits, and is also responsible for organizing events such as stakeholder conferences, press conferences, special events/ceremonies, exhibitions, and/or seminars.

The Manager of Communication & Education Services will act as the point of contact for the media, and will be responsible for issuing press releases about important WRD developments, including, but not limited to: handling inquiries from journalists, organizing press conferences for important announcements, and arranging interviews for journalists with senior executives and/or Board members.

WRD outsources parts of its public relations or marketing communications to external agencies. The Manager of Communication & Education Services will act as the point of contact with public relations consultancies, advertising agencies and marketing services consultancies.

Other essential job functions include the following:

* Manage, supervise, and evaluate the work of subordinate staff.
* Monitor general and media email inboxes, redirecting mail or responding as indicated.
* Develop and maintain an effective, frequently updated media data base. Distribute digital press releases, monitor media coverage and create monthly clippings reports.
* Conduct media tours as needed, and escort and assist onsite reporters and camera crews as needed.
* Assist with development, implementation and logistical coordination of on and off-site special events, promotions and sponsorship events, as needed.
* Perform other duties as assigned or directed.

**Skills and Aptitudes:**

Excellent written and verbal communication skills are essential for this position. The Manager of Communication & Education Services must be able to communicate clear, consistent messages in a variety of media, including press releases, brochures, internet, and social media product guides. They require analytic skills to assess data from research reports and other sources, such as social media, forums and product review sites. They must also have good interpersonal skills to deal with a diverse group of contacts, including senior managers, marketing professionals and the media.

Familiarity with:

* Standard public relations concepts, practices, and procedures;
* Design and photograph software a plus.
* Highly organized, articulate, tactful, positive outlook and drive.
* Strong PC skills and knowledge of Microsoft office products, especially Word and PowerPoint.
* Excellent oral and written communication skills.

Ability to:

* Develop and maintain effective working relationships with employees, public officials, media, and the general public;
* Work independently, or in a team setting;
* Gain an understanding of new concepts in a constantly changing environment.
* Work occasional weekends and evenings.
* Work outdoors under various weather conditions.

**QUALIFICATIONS**

Experience and Education A bachelor degree in public relations, communications or journalism is highly desirable, with special expertise in writing, and 2 or more years of experience working in a marketing/public relations setting; or equivalent combination of education and experience. Supervisory experience is preferred.

**Compensation**

The salary for the position is $106,603 to $142,623 per year and will be dependent upon the education, experience, and registrations of the selected candidate. In addition, benefits are provided which include: vacation, holidays and sick leave; medical, dental and vision plans; life, short-term and long-term disability insurance; retirement through the California Public Employee’s Retirement System (PERS) with Social Security; deferred compensation plans; employee assistance program and educational rebate program. Details can be provided upon request.

**How to Apply**

Interest candidates can apply by going to the District web site at [www.wrd.org](http://www.wrd.org) to print an application. Supplemental materials such as a resume are encouraged to be submitted however **no candidate will be considered without a fully completed and signed employment application. Application deadline is 5 p.m. Friday, August 28, 2015.**

Completed applications along with supplemental materials may be submitted as follows:

Via mail to:

J H Shaunessy

Water Replenishment District

of Southern California

4040 Paramount Blvd.

Lakewood, CA 90712

Via fax:

562-275-4211

Via email:

jshaunessy@wrd.org