

## METROPOLITAN DISTRICT COMMISSION CLASSIFICATION DESCRIPTION

**CLASSIFICATION TITLE: PUBLIC AFFAIRS SPECIALIST**

---

### **PURPOSE OF CLASSIFICATION**

The purpose of this classification is to raise awareness of the District's programs, accomplishments, and activities to internal/external audiences and to serve as a communications strategist and consultant to the CEO and MDC departments. This is highly responsible media relations and public affairs work involving the development and implementation of media relations and public affairs programs and activities. Classification typically reports to the Assistant to the Chief Executive Officer.

### **ESSENTIAL FUNCTIONS**

**The following duties are normal for this position. The omission of specific statements of the duties does not exclude them from the classification if the work is similar, related, or a logical assignment for this classification. Other duties may be required and assigned.**

Supervises, directs, and evaluates assigned staff, processing employee concerns and problems, directing work, counseling, disciplining, and completing employee performance appraisals.

Directs public affairs programs. Designs program formats. Presents programs to target audiences such as municipal officials, legislators, government agencies and the public. Produces audio/visual and printed materials.

Develops media and public outreach strategy in consultation with senior management.

Researches public information problems and issues and prepares recommendations and reports. Produces a wide variety of publications. Researches and writes District and employee newsletters, brochures and descriptions of District Programs. Edits submitted materials,

Executes media relations and acts as District spokesperson. Drafts statements and news releases. Responds to press inquiries and maintains relations with representatives of the media. Drafts correspondence, speeches, and other documentation for Chief Executive Officer and Board Chair.

Integrates District-wide community affairs activities. Drafts agendas and report narratives, and advises on design and implementation of special presentations.

Directs consultants and contractors working on public affairs activities.

Takes photographs and advises on audio/visual matters.

Represents District at public hearings and meetings regarding community affairs.

Drafts unit budget and controls expenditures within fund allocations.

Operates a personal computer, and general office equipment as necessary to complete essential functions, to include the use of word processing, spreadsheet, database, or other system software.

### **ADDITIONAL FUNCTIONS**

Performs other related duties as required.

### **MINIMUM QUALIFICATIONS**

Bachelor's degree in English, journalism, public relations, communications, political science, or closely related field; supplemented by four (4) years previous experience and/or training that includes public relations, media relations, or journalism; or any equivalent combination of education, training, and experience which provides the requisite knowledge, skills, and abilities for this job.

Must have a valid driver's license.

### **PERFORMANCE APTITUDES**

**Data Utilization:** Requires the ability to coordinate, manage, and/or correlate data. Includes exercising judgment in determining time, place and/or sequence of operations, referencing data analyses to determine necessity for revision of organizational components, and in the formulation of operational strategy.

**Human Interaction:** Requires the ability to coordinate complex programs and resolve complex problems associated with job responsibilities. May represent the department when dealing with others.

**Equipment, Machinery, Tools, and Materials Utilization:** Requires the ability to operate, maneuver and/or control the actions of equipment, machinery, tools, and/or materials used in performing essential functions.

**Verbal Aptitude:** Requires the ability to utilize a wide variety of reference, descriptive, and/or advisory data and information.

**Mathematical Aptitude:** Requires the ability to perform addition, subtraction, multiplication, and division; the ability to calculate decimals and percentages; the ability to utilize principles of fractions; and the ability to interpret graphs.

**Functional Reasoning:** Requires the ability to apply principles of influence systems, such as motivation, incentive, and leadership, and to exercise independent judgment to apply facts and principles for developing approaches and techniques to resolve problems.

**Situational Reasoning:** Requires the ability to exercise judgment, decisiveness and creativity in situations involving the evaluation of information against sensory, judgmental, or subjective criteria, as opposed to that which is clearly measurable or verifiable.

## ADA COMPLIANCE

**Physical Ability:** Tasks require the ability to exert light physical effort in sedentary to light work, but which may involve some lifting, carrying, pushing and/or pulling of objects and materials of light weight (5-10 pounds). Tasks may involve extended periods of time at a keyboard or work station.

**Sensory Requirements:** Some tasks require the ability to perceive and discriminate colors or shades of colors, depth, texture, and visual cues or signals. Some tasks require the ability to communicate orally.

**Environmental Factors:** Essential functions are regularly performed without exposure to adverse environmental conditions.

*The Metropolitan District Commission is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act, the Commission will provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer.*