



TAHOE CITY PUBLIC UTILITY DISTRICT Job Description

Job Title: Management Analyst
Assigned to: Public Information and Community Engagement
Department: As Assigned
Supervised By: As Assigned
FLSA Status: Exempt
Revised as of: November 2018

JOB SUMMARY

To perform analytical and administrative duties and responsibilities in various District functions including assisting in budget/financial analysis and reporting, program/organizational analysis and reporting, legislative analysis, systems analysis and reporting, public information and marketing, and contract administration. Work responsibilities require multi-department coordination and decision making.

PRIMARY AREA OF RESPONSIBILITY - PUBLIC INFORMATION AND COMMUNITY ENGAGEMENT

The design, implementation and management of a District strategic communications program. Regularly evaluate and improve internal and external communication strategies, marketing, and public relations efforts. Create, develop, produce, and distribute public information in support of all District activities, ensuring that communication is cohesive, consistent and effective in supporting the District's mission, vision, and values.

DISTINGUISHING CHARACTERISTICS

The Management Analyst is the journey level professional classification in the Management Analyst series. Positions in this class assist higher level management in various tasks and projects. While positions in this class have some flexibility in the selection of steps and timing of a work process, assignments and objectives are set for the incumbent and established work methods are followed.

SUPERVISION RECEIVED AND EXERCISED

Receives direction from assigned staff.

Exercises technical and functional supervision over consultants.

ESSENTIAL FUNCTIONS

The duties listed are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the position.

- Foster a professional image of the District by developing community knowledge of water and wastewater issues and the District's various activities through the production of newsletters, press releases, bill stuffers, annual reports, brochures, fact sheets, news stories, internet, and multimedia presentations.
- Provide public engagement recommendations and develop engagement opportunities for District staff and Board Members.
- Represent the District as media spokesperson to develop and maintain a consistent District message, image, and reputation.
- Coordinate press conferences, community appearances and/or press statements from staff members by providing staff with guidelines and strategies.
- Work across all District departments to develop and recommend communication strategies that create a better understanding and awareness of District programs and services.
- Coordinate communications platforms for special projects including legislative, employee relations communication planning, public speaking programs and tours of District facilities, and crisis communications.
- Develop position(s) papers for critical issues and keep employees informed of same.
- Assist with the District's legislative affairs programs, including developing strategy and collateral materials for obtaining grants and other legislative projects.
- Oversee District website design and content in cooperation with all District departments, and with the technical assistance of the Information Systems staff.
- Coordinate the District's internal employee communications efforts in conjunction with senior management; contribute to, and develop appropriate messages.
- Act as representative and liaison to regulatory agencies, public agencies, elected officials, non-governmental organizations, customers, property owners and operating departments related to assigned District projects and activities.
- Participate in the development and implementation of District strategic plans, master plans, policies, procedures, and standards.
- Attend various internal and external committee/board and other governmental and non-governmental meetings; serve on various committees and task forces.
- Provide public education component to the District's Water Conservation Program.
- Implement, track, and analyze strategic marketing plans for District concessions and business operations.
- Provide persuasive and accurate justifications, written reports and materials.
- Prepare and assist Management staff with reports for Board and committees, the public and outside agencies.
- Maintain regular attendance to conduct job responsibilities.
- Establish and maintain effective working relationships with co-workers and all others contacted in the performance of assigned duties.
- Utilize appropriate safety procedures and practices for assigned duties.
- Work safely and cooperatively with others.

ADDITIONAL DUTIES AND RESPONSIBILITIES

- Assist with planning, establishing goals, and budgeting for assigned department; including recommending and implementing improvements and cost-saving measures.
- Supervise the work of contracted consultants.
- Perform research and analysis on data for various District business operations, projects and programs.

- Secure and manage grant funding, as assigned, for various District projects and operational needs and assure compliance with grant conditions
- Perform all other duties as assigned.

EMPLOYMENT STANDARDS

1. Knowledge of:

- Public information, outreach, education, and integrated marketing communications campaigns.
- Principles, methods and practices of graphic design (posters, displays, advertisements, marketing collateral)
- Professional writing/editing practices.
- Public speaking
- Website administration
- Methods and techniques of photography/videography and editing.
- Principles and practices of the use of social media as a professional communication platform.
- Principles and practices of organization and public administration.
- Procurement, management information systems, space utilization and contract administration.
- Research techniques, sources and availability of information, and methods of report presentation.
- Applicable Federal, State and local laws, rules and regulations pertaining to area of assignment.
- Administrative principles and methods, including goal setting, program and budget development, work planning and organization.
- Safe work practices.

2. Ability to:

- Communicate at an expert level, using all forms of communication, including written, graphic, and public speaking.
- Develop, write, edit, design, and produce various communication materials, in cooperation with District departments; including (but not limited to): newsletters, brochures, fact sheets, press releases, articles, multi-media presentations, correspondence, reports and special publications.
- Read, comprehend, interpret and explain plans, specifications, reports, calculations, schedules, permits, environmental documents, agreements, easements, ordinances, policies, procedures and any other document within the expertise of the incumbent.
- On a continuous basis, sit at desk for long periods of time; intermittently twist to reach equipment surrounding desk; perform simple grasping and fine manipulation; use telephone, and write or use a keyboard to communicate through written means; and lift or carry weight of 50 pounds or less.
- Understand, interpret and apply Federal, State and local laws and codes and regulations pertaining to work assignments.
- Perform all job duties in an organized and efficient manner with the ability to adjust priorities and perform multiple tasks.
- Operate a personal computer in a workgroup server environment; including proper file management.
- Effectively utilize standard office software (spreadsheet, word processing, database, email, calendar and others) at an advanced level.
- Review or prepare any work product in a clear, accurate and concise fashion in conformance with District standards.
- Monitor own work product for quality and accuracy.
- Review and analyze a variety of data, reports, and funding opportunities.
- Prepare persuasive written and presentation materials for projects and programs.

- Represent the District effectively in meetings, including making presentations.
- Read, write and comprehend the English language at a highly proficient level exercising correct English usage, vocabulary, spelling, grammar and punctuation requiring minimal review and correction.
- Communicate effectively, tactfully and positively in both oral and written form.
- Understand both oral and written instructions and carry out in a positive manner.
- Establish and maintain effective working relationships with those contacted in the performance of required duties; including governmental agencies, consultants, staff and the public.
- Interpret and apply safety rules and regulations to work assignments.

EDUCATION AND TRAINING REQUIREMENTS

1. Education and Experience Requirements:

Any combination of education and experience which would likely provide the necessary knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:

Education: Equivalent to a Bachelor's degree from an accredited college or university with major course work in communications, public relations, public administration, or closely related field is desired.

Experience: Three (3) years of progressively responsible professional experience in a governmental agency or similar organization, in the field of public relations, communications or related field.

2. Certification & Licensing Requirements:

- Possession of appropriate and valid driver's license and driving record that complies with District policy.

WORKING CONDITIONS

Work is performed in a typical temperature controlled office environment subject to typical office noise and conditions. (See detailed Job Analysis for a more complete list of physical and mental requirements.)

Reviewed by:  **Date:** 11/9/2019

Classified by:  **Date:** 11/9/2018

Approved by:  **Date:** 11/9/2018