



Job Description

Position Title:	Director of Public Affairs
Classification:	Director
Pay Grade:	Level 4
Department:	Public Affairs
Employment Status:	At-Will
Position Reports To:	Executive Director/CEO
Positions Supervised:	All staff in the Public Affairs department
Judgment Exercised:	Extensive and significant
Overtime Status:	Exempt

Position Summary

The Director of Public Affairs is a senior management position responsible for leading the Cal Cities Public Affairs Department. The Director develops and executes public affairs campaigns and activities in support of Cal Cities advocacy and member services priorities. This includes providing leadership to Cal Cities Regional Public Affairs Program and an experienced team of 16 Regional Public Affairs Managers, increasing member engagement in Cal Cities advocacy, developing, and building coalitions to advance Cal Cities advocacy priorities, providing strategic support to Cal Cities legislative advocacy, and overseeing and coordinating Cal Cities engagement in statewide ballot measure campaigns.

The ideal candidate will be a strong communicator with experience leading political and public affairs campaigns and grassroots mobilization.

Responsible for confidential corporate information, including financial information, risk management situations, and employee information. Serves on the Senior Management Team and reports directly to the CEO/Executive Director.

Essential Duties and Responsibilities

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Public Affairs

- Develops and implements comprehensive public affairs campaign plans that outline overall strategy, key messages, target audiences, key campaign activities and performance metrics.

- Plans and executes grassroots activities designed to increase member engagement in Cal Cities activities and attain legislative goals.
- Collaborates with external organizations, interest groups, and stakeholders to build coalitions to advance Cal Cities priorities.
- Fosters productive relationships with state government officials, legislators, and regulatory bodies to generate support for Cal Cities' campaign activities and legislative priorities.
- Develops and facilitates briefings for senior staff, board members, and member groups on priority policy issues.
- Collaborates across departments and with key stakeholder groups to develop key messages to support advocacy and member priorities.
- Prepares high-quality written briefing materials for executive audiences and stakeholders to support Cal Cities' mission and strategic goals.
- Assists in developing and implementing fundraising strategies to advance Cal Cities campaign activities.

Planning and budgeting

- Responsible for the achievement of the public affairs mission, goals, and financial objectives. Ensure that evaluation systems are in place related to these goals and objectives and report progress to the Executive Director.
- Develop short- and long-term plans and budgets for the public affairs department and its activities, monitor progress, and evaluate performance.
- Recommend short- and long-term goals and objectives to the Executive Director.
- Develop, implement, and monitor systems and procedures necessary to the smooth operation of the public affairs function.
- Keep informed of developments in the fields of public affairs, advocacy, communications, and local government. Use this information to support our members and help Cal Cities operate with initiatives and innovation.

Organizational strategy

- Collaborate with staff to develop and maintain a strategic perspective – based on member needs and satisfaction – in organizational direction, program, and services, decision-making; and ensure the overall health and vitality of Cal Cities.
- Develop and coordinate means to seek regular input from Cal Cities' key constituencies regarding the quality of programs and services.
- Help formulate and administer policies to ensure the integrity of Cal Cities.
- Act as an internal consultant to bring attention and solutions to institutional priorities.

Managing

- Provides direction, guidance, and support to bring out the best from a diverse team of staff operating under tight deadlines and often-changing priorities.
- Maintain a climate that attracts, retains, and motivates talented personnel.
- Represents the department at relevant stakeholder meetings.
- Communicates effectively with the Executive Director and the Board of Directors by providing all information necessary to make strategic informed decisions.
- Ensure effective management within the public affairs function.

General

- Travel regularly to locations throughout California in the performance of duties.
- Work beyond Cal Cities' normal 8:30 a.m. to 5 p.m. Monday through Friday business hours when necessary to participate in meetings, meet deadlines, perform duties, and accomplish tasks and goals.
- Perform other duties, as required.

Job Qualifications

Knowledge/Skills:

- Advanced knowledge and understanding of the legislative and initiative process.
- Knowledge of techniques and practices for designing and implementing effective public information and outreach programs.
 - Strong knowledge of effective communication and media strategies.
 - Understanding of campaigns: legislative, local, and ballot measure.
 - Knowledge of local government policy issues.
 - Strong organizational and program management skills.
 - Excellent oral and written communications skills, including the ability to articulate complex messages to a diverse constituency.
 - Ability to develop and implement a variety of effective public information and community outreach programs.
 - Strong verbal and interpersonal skills.
 - Ability to build strategic partnerships with the community and other organizations.
 - Ability to develop and deliver presentations to audiences with varied informational needs and concerns.
 - Ability to train, mentor, and motivate staff.
 - Ability to work independently and responsibly while managing numerous projects simultaneously.
 - Act with integrity in all related Cal Cities business.
 - Employs strategies and approaches to ensure and improve inclusion, diversity, and equity-based outcomes within the organization and across Cal Cities policies, programs, and services. Establish and maintain effective work relationships with those contacted in the performance of required duties.
 - Exceptional interpersonal and management skills to interact with executive management, staff, members, vendors, and cross-functional teams.
 - Ability to define problems, gather data, establish facts, and draw valid conclusions.
 - Capability to identify and organize departmental and organizational priorities.
 - Sustain a positive, "can-do" attitude and commitment to customer service for both internal and external customers.
 - Respond immediately to changes, demands and workload in a positive and pleasant manner.
 - Establish and maintain effective work relationships with those contacted in the performance of required duties.
 - Be self-supervising and independently follow through on necessary tasks.
 - Perform duties with professionalism, both individually and as a member of a team.
 - Be flexible while performing multiple activities.
 - Interpret and apply Cal Cities policies, procedures, guidelines, rules, and regulations.
 - Effectively communicate clearly and concisely with diverse audiences, both verbally and in writing.
 - Travel as needed to perform duties and advance organization goals and objectives.

Experience and Training

Bachelor's degree in political science, public relations, or a related field. Graduate degree in a related field is desirable. Minimum 10 years progressively responsible experience with demonstrated success in public affairs, political campaign management, legislative affairs, or a combination of education and experience which provide the required knowledge, skills and abilities

to successfully perform the essential duties and responsibilities. Knowledge of California political environment preferred.

Physical Demands and Work Environment

The physical demands and work environment characteristics described here are representative of those an employee encounters while performing the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee regularly works in a business office setting. Tasks require variety of physical activities, not generally involving muscular strain, such as walking, standing, stooping, sitting, reaching and light lifting. Regular and consistent in-person interaction and continuous talking, hearing, and seeing required in the normal course of performing the job. Common eye, hand, finger dexterity required to perform some essential functions. Mental application utilizes memory for details, verbal instructions, emotional stability, discriminating thinking and creative problem solving. Infrequent automobile and airline travel required in normal course of job performance.

Equipment Used

Computer, keyboard, mouse	Copier	Scanner
Fax machine	Telephone	Smart Phone
Automobile	Current office applications	