



**EXECUTIVE SUMMARY: ESSENTIAL SKILLS AND QUALITIES
OF THE MANAGEMENT ANALYST – PUBLIC AFFAIRS SPECIALIST**

The Management Analyst – Public Affairs Specialist position is multi-faceted, requiring a versatile, detail-oriented, and confident incumbent with exceptional oral communication abilities, strong technical and casual writing skills, experience with diverse communication tools and platforms, and expertise in building relationships. The Public Affairs Specialist must be capable of and enjoy working both independently and with a team to create and implement effective communications programs, encompassing written, visual, online, live, and social media content. This position is responsible for providing clear messaging on TCPUD’s key water, sewer, and parks and recreation projects, programs and initiatives.

The Public Affairs Specialist serves as the primary communication link between TCPUD, the media, and all internal and external stakeholders. The Public Affairs Specialist is responsible for developing, managing, and disseminating information, promoting public awareness of TCPUD services, and ensuring transparent, accurate, and timely communication. This role participates in public meetings, community events, and other outreach activities to promote TCPUD programs and gather input from the public, agency partners, and stakeholders. This role requires proficiency in professional writing and editing of a variety of public-facing communication products, and the use of graphic design tools for articles, fact sheets, newsletters, scripts, presentations, and talking points for internal and external uses as well as materials and content for strategic reports, district website, and social media.

Managing and fostering positive relationships with various stakeholders, both internal and external, is an important proficiency expected in this role. Specifically, key aspects include the ability to build trusting relationships with TCPUD’s customers and increase awareness about the ways the District’s projects, programs and initiatives protect public health, support the delivery of safe, reliable water and sewer collection services, and enhance the quality of life for customers through its parks and recreation programming. Internally, this involves open and transparent communication with the General Manager, the Board of Directors, TCPUD Management Team, and the entire TCPUD staff. Externally, the Public Affairs Specialist engages with community members, Placer and El Dorado Counties, Tahoe City Downtown Association, North Tahoe Community Alliance, Tahoe Truckee Unified School District, California State Lands, and other partner agencies to build trust and support for the District’s operations and initiatives.



This role requires the ability to pivot between communicating complex, technical information and communicating in common and simple language to a diverse audience through one-on-one conversations, publications, and articles. The person in this position must be able disseminate difficult and sensitive information both orally and in written form, including situations that involve crisis and emergency communication, utility rate increases, and service disruptions. While the ideal candidate should write at a professional level, the ability to receive and effectively respond to feedback on work products is imperative in this role. The ideal candidate should be experienced in developing and executing public communications campaigns, planning and organizing a variety of work products, and performing under tight deadlines and should enjoy research/learning and working in a fast-paced environment where priorities often shift.



TCPUD JOB PROFILE REPORT

POSITION TITLE: Management Analyst – Public Affairs Specialist

DEPARTMENT: Governance and Administrative Services

ROLE OVERVIEW: Responsible for implementation of the District’s communications strategy and objectives, development of a Communications Plan, and implementation of a broad range of public relations activities.

REPORTS TO: Director of Strategic Affairs

The following provides a breakdown of the frequency the duties listed in the attached job description are performed.

Daily

- Review and respond to emails and other communication.
- Manage work plan and maintain forward progress on assigned tasks.
- Coordinate and collaborate with department staff, as needed, to complete assigned tasks.

Weekly

- Participate in weekly Focus meetings with Director of Strategic Affairs.
- Participate in other assigned staff meetings.
- Develop and manage social media content.
- Focus on Project goals and objectives to meet deadlines.

Monthly

- Manage Website updates and content – develop and solicit input from staff.
- Gather information on District projects and initiatives and report out as needed.
- Prepare monthly Board report of communication activities and outreach metrics.
- Attend internal Committee and Board meetings and participate as necessary.
- Attend agency meetings as District representative and participate as necessary (TCDA, NTRAC, OVMAC, BOS).
- Identify and communicate upcoming community and/or agency meetings for General Manager or Board member attendance.
- Prepare for and attend the Tahoe City Farmer’s Market (twice/month during summer).

Quarterly

- Prepare District Newsletter.
- Identify opportunities for, develop and implement press releases, articles, and publications.
- Identify opportunities to and present on District initiatives to local services organizations, workshops, and local events.

Annually

- Prepare submissions for District awards.



- Prepare annual work plan.
- Participate in the development of a communications/public affairs operating budget.
- Prepare annual social media campaigns for Special Districts Week and Water Pros Appreciation Week.
- Attend and participate at annual conferences (ex. CAPIO, CSDA, ACWA).

Ongoing and as needed:

- Organizing and implementation of special initiatives (ex. Water and Sewer Rate Studies, Crisis Communication).
- Plan, organize, oversee and attend District grand opening/ribbon cutting and other special events.
- Attend trainings and webinars.

EDUCATION, TRAINING, AND EXPERIENCE

A successful candidate for this position should have a combination of education and experience which would likely provide the necessary knowledge and abilities as described above.

This list should be viewed as providing more detail to and complementing the current job description.

A successful candidate would have demonstrated this requirement through the following:

EDUCATION:

It is highly recommended that the candidate possesses the equivalent to a Bachelor's degree from an accredited college or university, ideally with major course work in communications, public relations, public administration, or a closely related field. Obtaining such a degree would provide foundational preparation in essential critical and analytical thinking, oral and written communication, organizational skills, self-management skills, initiative, and self-confidence.

TRAINING:

Significant training in the following areas is highly desirable:

- Technical and analytical writing
- Public Speaking
- Graphic design

EXPERIENCE:

The following professional experience has been identified as ideal for a successful candidate for this position.

- 3 years of increasingly responsible professional experience in a governmental agency or similar organization, in the field of public relations, communications, or related field.



CRITICAL COMPETENCIES: Management Analyst – Public Affairs Specialist

The following is a list of priority competencies identified as critical for the Management Analyst – Public Affairs Specialist to demonstrate effectively and consistently. Each competency includes a definition and the observable behaviors that may indicate the existence of a competency in a person. This list may be utilized to evaluate potential candidates for and incumbents in the position.

Managing Communication: The ability to ensure that relevant, important information is passed on to others who should be kept informed; the ability to communicate effectively, professionally, and accurately in oral and written communication.

- Ensures that others involved in a project or effort are kept informed about developments and plans.
- Ensures that important information from upper management is shared with their employees and others as appropriate.
- Shares ideas and information with others who might find them useful.
- Uses multiple channels or means to communicate important messages (e.g., memos, newsletters, meetings, electronic mail).
- Keeps their manager informed about progress and problems; avoids surprises.
- Ensures that regular, consistent communication takes place.
- Expresses and organizes ideas clearly and concisely in oral speech, using appropriate grammar and choice of words.
- Expresses and organizes ideas clearly and concisely in writing, using concrete, grammatically correct, specific language.

Persuasive Communication and Influence: The ability to gain others' support for ideas, proposals, projects, and solutions; the ability to plan and deliver oral and written communications that make an impact and persuade their intended audiences.

- Accurately anticipates the implications of events or decisions for various stakeholders in and outside the organization and plans communication strategy accordingly.
- Involves others in a process or decision to ensure their support and buy-in.
- Identifies and proposes solutions that benefit all parties involved in a situation, offering trade-offs or exchanges to gain commitment; looks for win-win solutions.
- Knows when to escalate critical issues to own or others' management, if own efforts to enlist support have not succeeded.
- Structures situations (e.g., the setting, persons present, sequence of events) to create a desired impact and to maximize the chances of a favorable outcome.
- Presents arguments and selects language and examples in oral and written communication tailored to the needs and experience of the audience and offers information or data that is important to and will have a strong effect on others.
- Presents several different arguments in support of a position to effectively reach multiple stakeholders and engender their support.



Oral Communication: The ability to express oneself clearly in conversations and interactions with others.

- Speaks clearly and can be easily understood.
- Tailors the content of speech to the level and experience of the audience.
- Uses appropriate grammar and choice of words in oral speech.
- Organizes ideas clearly in oral speech.
- Expresses ideas concisely in oral speech.
- Maintains eye contact when speaking with others.
- Summarizes or paraphrases their understanding of what others have said to verify understanding and prevent miscommunication.

Written Communication: The ability to express oneself clearly in business writing.

- Expresses ideas clearly and concisely in writing.
- Organizes written ideas clearly and signals the organization to the reader (e.g., through an introductory paragraph or through use of headings).
- Tailors written communications to effectively reach an audience.
- Uses graphics and other aids to clarify complex or technical information.
- Spells correctly.
- Writes using concrete, specific language.
- Uses punctuation correctly.
- Uses correct grammar and sentence structure.
- Uses an appropriate business writing style.

Interpersonal Awareness: The ability to notice, interpret, and anticipate others' concerns and feelings, and to communicate this awareness empathetically to others.

- Understands the interests and important concerns of others.
- Notices and accurately interprets what others are feeling, based on their choice of words, tone of voice, expressions, and other nonverbal behavior.
- Anticipates how others will react to a situation.
- Listens attentively to people's ideas and concerns.
- Understands both the strengths and weaknesses of others.
- Understands the unspoken meaning in a situation.
- Says or does things to address others' concerns.
- Finds non-threatening ways to approach others about sensitive issues.
- Makes others feel comfortable by responding in ways that convey interest in what they have to say.

Strategic and Forward Thinking: The ability to analyze the organization by considering community, environmental, and industry trends, existing and potential customers (internal and external), and strengths and weaknesses in capability to achieve its mission; ability to anticipate the implications and consequences of situations and take appropriate action.



- Understands the organization's strengths and weaknesses.
- Has an in-depth understanding of trends and developments within the communications field.
- Anticipates how individuals and groups will react to situations and information and develops or adapts plans accordingly.

Analytical Thinking, Problem-Solving & Decision-Making: The ability to tackle a problem by using a logical, systematic, sequential approach, identifying, seeking out and evaluating relevant and critical information, and making a quality, timely decision.

- Identifies the central or underlying issues in a complex situation and the specific information needed to clarify the situation or to make a decision.
- Gets more complete and accurate information by checking multiple sources.
- Makes a systematic comparison of two or more alternatives.
- Notices discrepancies and inconsistencies in available information.
- Identifies a set of features, parameters, or considerations to consider in analyzing a situation or making a decision.
- Approaches a complex task or problem by breaking it down into its component parts, considering each part in detail, and exploring multiple possible causes.
- Weighs the costs, benefits, risks, and chances for success in making a decision.
- Carefully weighs the priority of things to be done.

Self Confidence and Decisiveness: Faith in one's own ideas and capability to be successful; ability to make difficult decisions in a timely manner.

- Is willing to make decisions in difficult or ambiguous situations.
- Is confident of own ability to accomplish goals.
- Presents self crisply and impressively.
- Is desirous of receiving feedback designed to improve work product and understands that feedback is an opportunity to grow and learn.
- Approaches challenges with a "can-do" attitude; takes charge of a group when it is necessary to facilitate change, overcome an impasse, face issues, or ensure that decisions are made.

NOTE: The competencies associated with the five TCPUD Core Values have intentionally **not** been included in this list, as there is an expectation that all TCPUD leadership and team members must be able to effectively and consistently demonstrate competencies and behaviors associated with those Core Values.



APPENDIX A: ADDITIONAL DETAILS OF THE POSITION

The Management Analyst – Public Affairs Specialist position is a dynamic and multi-faceted role that requires a self-motivated, experienced, self-confident incumbent with exceptional communication, influence, and relationship-building skills.

The following information offers an overview of some of the position's unique complexities and provides greater detail regarding the skills, experience, and competencies outlined above.

MANAGING AND BALANCING IMPORTANT STAKEHOLDER RELATIONSHIPS

- Strong communication skills, both oral and written, and the ability to persuasively articulate ideas are imperative for the Public Affairs Specialist position. The Public Affairs Specialist must be detail-oriented and ensure accurate information is disseminated. This important skill is necessary to build trust with employees, the public, and agency partners. In addition, it is critical that the Public Affairs Specialist engenders trust with the Board and General Manager to represent and speak on important District matters.
- As the “face” of the District in the community, the Public Affairs Specialist holds a highly visible position that generates significant interest, engagement, and discussion. The Public Affairs Specialist operates in an environment where expectations are high, and the District’s performance is closely scrutinized. To be successful in this position, the Public Affairs Specialist will need to develop, maintain, and foster positive, open, and trusting relationships with key stakeholders, both internal and external to the District.
- Key internal stakeholders for the Public Affairs Specialist include:
 - ✓ TCPUD General Manager: Provide talking points for presentations and coordinate community appearances and or statements for key stakeholder engagement opportunities.
 - ✓ Director of Strategic Affairs: Collaborate on newsletters, media articles, publications, and other outreach opportunities. Collaborate on development of new, innovative, and creative outreach campaigns. Support Director of Strategic Affairs in legislative advocacy.
 - ✓ Board of Directors: Provide public engagement recommendations and updates on District communication efforts for District Board members.
 - ✓ TCPUD Management Team: Assist with planning, establishing goals, and budgeting for assigned tasks, including recommending and implementing improvement and cost savings Assist in creating graphics and materials for District documents including strategic plans, reports, notices, and presentations.
 - ✓ TCPUD Staff Members: Assist with developing and disseminating department information as needed for both internal staff and external customers. Seek and share information on projects or efforts. Showcase work performed by staff on District projects by highlighting in social posts and other outreach mediums.
- Key external stakeholders for the Public Affairs Specialist include:



- ✓ Customers and the public: the Public Affairs Specialist is responsible for ensuring all public outreach and communications are in alignment with the District’s Mission, Vision, and Core Values.
- ✓ Local agencies, organizations, and associations, including community, neighborhood, and homeowner’s associations: It is critical that the Public Affairs Specialist develop effective working relationships, maintain a positive standing and reputation and support collaborative problem-solving.
- ✓ Peer agencies at Lake Tahoe and California: the Public Affairs Specialist should be actively engaged in joint efforts around communication and build a reputation as a trusted community and regional partner, including relationships with peers in similar positions of communication and public information. The Public Affairs Specialist should maintain a strong working relationship with local agencies and will be called on often to present District information and initiatives to their memberships.
- ✓ Media: Media relations are an important aspect of the position, and the Public Affairs Specialist should focus on building connections and engagement with local and regional media outlets to ensure District press releases and articles are published.