



State of California – The California Natural Resources Agency
Department of Water Resources



DEPUTY ASSISTANT DIRECTOR OF PUBLIC AFFAIRS
\$7,984-\$8,893 per month

Exempt Appointment

Final Filing Date: March 28, 2014

POSITION DESCRIPTION

The California Department of Water Resources (DWR) is responsible for managing and protecting California's water. DWR works with other agencies to benefit the state's people, and to protect, restore and enhance the natural and human environments. The department operates the State Water Project, the largest state-run water delivery system in the nation. The role of the DWR Public Affairs Office (PAO) is to anticipate and meet the communication needs of the department and to build public understanding of the department's role in providing a sustainable water supply for current and future generations of Californians.

The DWR Public Affairs Office (PAO) is a multi-disciplinary team of approximately 40 people that includes graphic artists, videographers, photographers, public information officers, audio/visual experts, outreach specialists, an education coordinator and administrative support staff.

The Assistant Director of Public Affairs seeks a deputy responsible for organizing and implementing public affairs and communications programs for the department. Specific duties include:

- Manage the day-to-day operation of the PAO.
- Develop the overall collaborative efforts within and among the branches of the PAO.
- Build partnerships within and outside of the PAO.
- Lead, guide, mentor and provide direct supervision of the branch chiefs of administration, graphics services, media and public information, and water education and outreach.
- Manage implementation of a five-year PAO strategic plan.
- Manage dissemination of key messages within the PAO strategic plan.
- Coordinate collaboration with other DWR divisions in educational, community outreach, and media-related functions.
- Manage the department-wide integration of technological and content development of digital and social media working in conjunction with the Division of Technology Services.
- Work with the Division of Operation and Maintenance to maximize the potential of the three major DWR visitor centers to generate public awareness of California water issues and departmental activities.

DESIRABLE QUALIFICATIONS

- Excellent oral and written communication skills.
- Experience as a manager with responsibility for the development, execution, and evaluation of major programs, policies, staff development, and team building.
- Experience as a leader and motivator.
- Proven ability to develop and lead initiatives that advance the organization towards its mission and to manage workplace transitions with minimal disruption.
- Demonstrated ability to plan, organize, and direct multidisciplinary staff.
- Success in selecting, training, and motivating staff; familiarity with progressive discipline and a manager's role in achieving departmental priorities including workplace equality and safety.

CONDITIONS OF EMPLOYMENT

The Deputy Assistant Director of Public Affairs is appointed by the Governor and is an "Exempt" position; therefore, appointment to this position and salary are subject to Governor's Office approval.

COMPENSATION AND BENEFITS

Salary Range: \$7,984-\$8,893

Benefits: Medical, dental, vision, life insurance, retirement program under the California Public Employees' Retirement System (CalPERS), vacation and sick leave or annual leave, and 11 holidays observed annually.

HOW TO APPLY

Qualified persons must complete and file an appointment application online with the Governor's Office http://gov.ca.gov/s_appointmentsapplication.php. In addition, a resume, a State application (Std. 678), and a one-page statement of qualifications must be submitted to:

Department of Water Resources
Attention: Debra Carlson
1416 Ninth Street, Room 204-14
Sacramento, California 95814
(debra.carlson@water.ca.gov)

For further information regarding this position, please contact Debra Carlson at (916) 651-7242 or via email at debra.carlson@water.ca.gov.

IT IS AN OBJECTIVE OF THE STATE OF CALIFORNIA TO ACHIEVE A DRUG-FREE STATE WORKPLACE. ANY APPLICANT FOR STATE EMPLOYMENT WILL BE EXPECTED TO BEHAVE IN ACCORDANCE WITH THIS OBJECTIVE BECAUSE THE USE OF ILLEGAL DRUGS IS INCONSISTENT WITH THE LAW OF THE STATE, THE RULES GOVERNING CIVIL SERVICE AND THE SPECIAL TRUST PLACED IN PUBLIC SERVANTS.

AN EQUAL EMPLOYMENT OPPORTUNITY EMPLOYER – EQUAL OPPORTUNITY FOR ALL REGARDLESS OF RACE, COLOR, CREED, NATIONAL ORIGIN, ANCESTRY, SEX, MARITAL STATUS, DISABILITY, RELIGIOUS OR POLITICAL AFFILIATION, AGE, OR SEXUAL ORIENTATION.
