



CLASSIFICATION NO. 029  
Established: 7/96  
Revised: 12/07  
Revised & Retitled: 10/11  
FLSA: Exempt  
EEO: 1

## **DIRECTOR, PUBLIC AND GOVERNMENT AFFAIRS**

### **CLASS CHARACTERISTICS**

Under policy direction, to plan, organize, direct, and coordinate the County's government affairs, public affairs, public involvement, media relations, cable franchises and video productions for the cable channel; and to do other work as assigned.

### **DISTINGUISHING CHARACTERISTICS**

The Department of Public and Government Affairs (PGA) coordinates public information and intergovernmental relations by disseminating information and promoting communication between the County and the media, business groups, community groups and the public. PGA represents the County in policy formulation and coordination of intergovernmental issues with federal, state and local legislatures and governments, and facilitates public involvement and participation in the County's public policy and decision making process. PGA coordinates these duties through its programs: Cable Communications, Government Affairs and Public Affairs.

The Public and Government Affairs Director is responsible for managing the County's government affairs, public involvement, media relations, public affairs, cable franchises and video productions for the cable channel. The incumbent also represents the County in the formulation of policies, coordination and communication of intergovernmental issues with federal, state and local governments. This position reports directly to the County Administrator and participates as a member of the County's Executive Management Team to facilitate effective and quality service delivery in all County programs. This position receives broad policy and goal direction from the Board of County Commissioners.

### **TYPICAL TASKS**

Duties may include, but are not limited to, the following:

1. Coordinates the County's government affairs, public involvement, media relations, cable franchises and video productions for the cable channel, and public affairs; develops strategic plans to provide a high quality integrated program of public and government relations, public involvement and public communications; assists staff in developing policies and procedures to meet program goals.
2. Leads the process to develop and implement the County's state, regional and federal legislative policies and priorities; coordinates County representation in drafting, introducing, advocating, and testifying on legislation related to County operations and activities; works with departments to analyze impact of new legislation and help determine methods to implement new legislation.

3. Establishes and maintains contact and interaction with legislators, legislative committees, elected officials, and various intergovernmental associations; participates in association committees and programs to prepare and promote intergovernmental legislative action; may attend, when appropriate, local and regional government meetings; establishes cooperative working relationships and communicates with local and regional government officials and managers.
4. Provides analysis and review of pending legislation, priorities, and issues, and the potential impact on County operations; advises the Board and County management on elected officials' positions and concerns; recommends the provision of additional information through direct contact with elected officials.
5. Participates in local, regional and state organizations, commissions, and task forces to promote and coordinate intergovernmental programs; provides staff support to the Board of County Commissioners, elected officials, and department directors on intergovernmental issues and projects.
6. Develops strategic communications plans, key messages and strategies; writes and edits content for a wide range of print, web-based or visual publications for public groups and internal County businesses; develops new public relations strategies and advises other departments on strategic communications; creates written internal editorial policies and guidance for staff.
7. Develops community involvement protocols and recommends administrative policies to coordinate, provide training, and involve the public in community planning organizations, hamlets and villages, advisory boards and commissions, and other pathways for civic engagement.
8. Develops cable franchise management objectives for negotiation among multiple cable television providers; develops strategies to assure interconnectivity among cable systems, management and availability of I-NET and Public, Education and Government resources, and maintains standards for cable productions that achieve high quality government purposes.
9. Prepares and presents annual budget to County budget committee and Board of County Commissioners; monitors revenues and expenditures.
10. Hires and supervises staff to provide quality service to the community and County staff; prepares performance evaluations; recommends and administers progressive discipline; conducts and/or facilitates staff training and development programs; promotes cooperative team efforts among staff and with other County departments.

### **REQUIRED KNOWLEDGE AND SKILLS**

Comprehensive knowledge of: Principles, methods, and techniques of public administration, including public policy and decision making; federal, state and local legislative processes; principles of public relations and community involvement; organization and function of County departments and agencies; federal, state, and local statutes, rules, and regulations applicable to legislative lobbying; federal, state, and local government operating methods and procedures; strategic plans and cooperative programs relating to intergovernmental operations, including

land use, economic development transportation, and revenue sharing; government funding sources and financing methods; techniques of mediation, negotiation, and public relations; principles and techniques of supervision; participatory management theories; emerging communications trends, media and technologies.

**Skill to:** Communicate effectively, both orally and in writing; develop publications and marketing and targeted outreach strategies; organize, coordinate, and implement comprehensive legislative and intergovernmental relations programs and legislative agendas; analyze legislation and other issues for potential impact on County operations; formulate and implement operational and administrative policies; prepare and justify budget requests; develop contracted service agreements; direct staff in continuous efforts to improve quality, productivity, and effectiveness; incorporate team participation in decision making; respond to changes desired by the public and County staff; establish and maintain effective working relationships with government agencies, elected officials, County employees, and the public; understand, interpret, and apply Federal, State, and local statutes, rules, and regulations relevant to assigned programs; train, direct, evaluate, and supervise personnel.

### **WORKING CONDITIONS**

This position requires long distance and overnight travel.

### **MINIMUM QUALIFICATIONS**

Minimum qualifications are used as a guide for establishing the minimum experience, education, licensure, and/or certifications required for employment in the classification. The following minimum qualifications are established for this classification. Additional minimum qualifications and special conditions may apply to a specific position within this classification and will be stated on the job announcement.

**Experience:** A minimum of nine (9) years of related experience in a related field of which three (3) years must include managerial experience including supervisory responsibilities that would provide the required knowledge and skills to perform the responsibilities of this position.

**Licenses/Certifications:** None required.

### **PRE-EMPLOYMENT REQUIREMENTS**

Driving is required for County business on a regular basis or to accomplish work. Incumbents must possess a valid driver's license, and possess and maintain an acceptable driving record throughout the course of employment.

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