



WATER REPLENISHMENT DISTRICT OF SOUTHERN CALIFORNIA
is seeking qualified candidates for the following career opportunity:

PUBLIC AFFAIRS REPRESENTATIVE

SALARY RANGE 17: \$74,733.34 - \$109,479.76 ANNUALLY

DEADLINE: OPEN UNTIL FILLED FIRST REVIEW OF APPLICATIONS: SEPTEMBER 13, 2019

Under general supervision, participates in implementing District-wide public and community relations strategies and plans to meet District public affairs goals and objectives; implements and administers the District public affairs, public education, community and media outreach and conservation programs; represents the District in meetings with other public agencies, elected and appointed governmental officials, community and industry groups and the media; plans, organizes and executes assigned public relations and education, community outreach and/or media events; writes and oversees production of a wide variety of public relations materials; and performs other duties as assigned.

DISTINGUISHING CHARACTERISTICS

Public Affairs Representative is a journey-level class in the professional external affairs job family. An incumbent is responsible for performing skilled, professional duties in the implementation and administration of District-wide public affairs, public education, community outreach, conservation and media relations programs, plans and strategies to meet designated District public relations goals and objectives. An incumbent serves as liaison between the District and external stakeholders, governmental officials, community and industry groups, the public and the media. An incumbent is also responsible for executing public relations, media relations, community outreach, special and/or media events and represents the District in a wide variety of public interactions. Public Affairs Representative is distinguished from Senior Public Affairs Representative in that an incumbent in the latter class is responsible for developing, implementing and administering District-wide public affairs, public education, community outreach, conservation and media relations programs, plans and strategies.

ESSENTIAL DUTIES AND RESPONSIBILITIES

1. Implements, and administers District-wide public affairs, public education and media outreach programs, initiatives and activities; implements public education programs in the areas of water awareness, watershed stewardship and general environmental awareness; visits schools to promote District educational programs; researches and recommends new partnerships and programs to meet the District's goals of promoting water awareness and stewardship; coordinates media buys for public education efforts; develops, implements and organizes effective public tours of District facilities and projects.
2. Implements District-wide public affairs strategies and plans to meet District public relations goals and objectives; and recommends creative ideas relevant to the District's mission and strategic initiatives.
3. Implements and administers community outreach programs; implements communication and outreach approaches and plans for District programs and projects; drafts recommendations for public involvement strategies; works with District management to formulate methods and approaches for addressing community concerns; attends meetings and makes presentations to other public agencies and industry, professional and community groups and organizations; establishes and maintains contacts with elected and appointed officials, community and citizen groups and members of the media; answers questions and provides information; solicits sponsorships for programs.
4. Participates in proactively communicating information and messages to the public and key constituencies, as well as to internal customers, to promote the District and educate targeted audiences regarding the District's programs, activities and initiatives; speaks before meetings of professional and community organizations and in public forums; takes proactive steps to build positive relationships with key business, civic and community leaders.
5. Designs, develops and creates public relations and education materials and collaterals, including promotional pieces, annual reports, guides, brochures, charts and other print/graphic materials; conducts background research to write materials; determines distribution to appropriate audiences; creates and places paid advertising; promotes events to media.
6. Implements District-wide public affairs, public education, community outreach special and/or media events; with management approval, recommends and determines event concept, design, location, theme, audiences and logo; with management approval, negotiates, reviews, selects, directs and oversees vendors that provide services, equipment and supplies for the event; plans, organizes and monitors event logistics and develops contingency plans and makes adjustments, as necessary; schedules and secures participation by District Board members, senior management and others; develops event publicity; develops presentations; serves as District contact regarding event with media, the public and others.
7. Responds to or arranges for responses to media inquiries, ranging from the routine to highly sensitive issues and incidents; drafts news releases and arranges media interviews; establishes and maintains effective media relations; coordinates and assists with media activities and events.

MINIMUM QUALIFICATIONS TO APPLY: Graduation from an accredited college or university with a bachelor's degree in public relations, communications, business, public administration, public education/teaching, or a closely related field; and five years of progressively responsible professional experience involving the development and coordination of public affairs/communication and outreach programs similar to those administered by the District; or an equivalent combination of training and experience. Public education experience may be acceptable in lieu of public affairs experience. A Master's Degree is preferred but not required.

LICENSES; CERTIFICATES; SPECIAL REQUIREMENTS: A valid California driver's license and the ability to maintain insurability under the District's vehicle insurance policy.

APPLICATION AND SELECTION PROCESS: The first review of applications will be September 13, 2019. To be considered for this opportunity please submit a (1) District application (available at www.wrd.org), (2) cover letter highlighting your applicable experience and (3) resume to Brandon Mims, Manager of Administration and Human Resources, bmims@wrd.org by the first review date. The District is an Equal Opportunity Employer.



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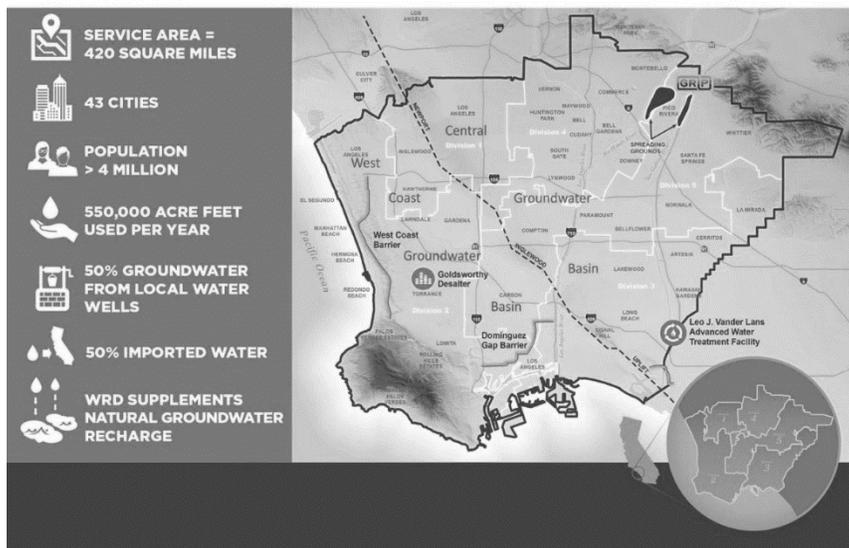
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The Water Replenishment District of Southern California (WRD) is the largest groundwater agency in the State of California, managing and protecting local groundwater resources for four million residents. WRD's service area covers a 420-square-mile region of southern Los Angeles County, the most populated county in the United States. The 43 cities in the service area, including a portion of the City of Los Angeles, uses about 250,000 acre-feet (82 billion gallons) of groundwater annually which accounts for approximately half of the region's water supply.

WRD ensures that a reliable supply of high-quality groundwater is available using recycled water and storm water capture. WRD is responsible for monitoring and testing groundwater throughout the region using effective management principles.



WRD SERVICE AREA IN SOUTHERN LA COUNTY



The Mission of WRD is "To provide, protect and preserve high-quality groundwater through innovative, cost-effective and environmentally sensitive basin management practices for the benefit of residents and businesses of the Central and West Coast Basins."

WRD was formed by a vote of the people in 1959 to protect the groundwater resources of the Central and West Coast Groundwater Basins. Prior to the formation of the District in 1959, unregulated and unmanaged over-pumping caused many water wells to go dry. Along the coastline, groundwater levels dropped below sea level, allowing the salty ocean water to seep into and contaminate the freshwater aquifers. Today, WRD protects the basins through artificial groundwater replenishment, ensuring that aquifers maintain healthy levels. WRD further protects the basins from seawater intrusion by injecting water into wells along the coastline to keep the ocean from further contaminating the fresh groundwater.

The major challenge to the District in more recent years has been the availability and cost of imported water for replenishment. Relatively low-cost imported water in the form of seasonal supply was a principal source of

replenishment for 47 years. That water has not been readily available for the last eight years and its future availability is in doubt. The cost of uninterrupted imported supply continues to rise precipitously, making that alternative financially unattractive. As a result, WRD has revised its strategic approach to its mission in a major way. The District has adopted what is called the **Water Independence Now (WIN)** Program, whose purpose is to eliminate the use of imported water for replenishment and barrier injection. WIN is a suite of projects and programs designed to develop local supply alternatives in the form of increased recycled water and storm water capture to meet replenishment and barrier injection needs well into the future. The District anticipates completing WIN within the next five years.

The **Albert Robles Center (ARC-AWTF)** is the cornerstone of WRD's WIN Program. The ARC project will include installation of additional turnout structures to enhance operational and maintenance flexibility, which will increase recharge capacity significantly at the spreading grounds; as well as construction of a 10-MGD advanced water treatment plant. Upon completion, ARC will offset nearly seven billion gallons (21,000 acre-feet) of imported water, currently used to replenish the groundwater basin in the Montebello Forebay Spreading Grounds, with locally available recycled water (a combination of tertiary and advanced treated recycled water). The District is presently completing the environmental document and 30% design for ARC: final design and construction are scheduled to follow thereafter.

The District undertakes Clean Water projects to assist pumpers to treat and make productive use of contaminated water. Additionally, in 2001 the District built a significant groundwater desalter (known as "Goldsworthy Desalter") in Torrance to treat a portion of the saltwater plume that migrated inland before the seawater barriers were completed. The District is presently working with the City of Torrance to expand the Desalter's treatment capacity from 2.5 MGD to 5.0 MGD. Recent studies indicate that the saline plume is approximately 650,000 acre-feet in volume, presenting a significant water quality challenge and supply opportunity. Late last year, the court approved the third amended judgment for the Central Basin Groundwater Basin, setting forth a legal framework to store 330,000 acre-feet of water underneath southeast Los Angeles County - the densest urban area. Fully utilized, the storage capacity is enough to supply the water needs of 2.6 million people for an entire year. The District is currently working with the affected parties to transition the different Watermaster functions and responsibilities from the California Department of Water Resources to local management pursuant to the amended judgment.