



## Greater Los Angeles County Vector Control District Communications Manager

<b>SALARY</b>	\$9,045.00 - \$10,994.00 Monthly	<b>LOCATION</b>	90670, CA
<b>JOB TYPE</b>	Regular Full-Time	<b>JOB NUMBER</b>	2023-13
<b>DEPARTMENT</b>	Communications	<b>OPENING DATE</b>	09/27/2023
<b>CLOSING DATE</b>	Continuous		

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### Job Summary

**NOTE: A cover letter must be attached to your application.**

#### **DEFINITION**

Under general direction, plans, organizes, and manages the staff and operations of the Communications Department including public relations, outreach, public education, communications, media relations, government relations, and community events; assists with formulation of departmental policies, goals, and directives; coordinates assigned activities with other District departments, officials, outside agencies, and the public; fosters cooperative working relationships among District departments and with intergovernmental, regulatory agencies, and various public and private groups; provides responsible and complex professional assistance to the General Manager in areas of expertise; and performs related work as required.

#### **SUPERVISION RECEIVED AND EXERCISED**

Receives general direction from the General Manager. Exercises direct supervision over professional, technical, and administrative support staff.

#### **CLASS CHARACTERISTICS**

This is a management classification responsible for planning, organizing, and managing communications programs. This class provides assistance to the General Manager, in a variety of administrative, coordinative, and analytical capacities. Incumbents regularly work on tasks which are varied and complex, requiring considerable discretion and independent judgment. Positions in the classification rely on experience and judgment to perform assigned duties and to ensure efficient and effective program services. Assignments are given with general guidelines and incumbents are responsible for establishing objectives, timelines, and methods to complete assignments.

### Job Functions

*Management reserves the right to add, modify, change, or rescind the work assignments of different positions and to make reasonable accommodations so qualified employees can perform the essential functions of the job.*

- Plans, manages, and oversees the daily functions and activities of the District's Communications Department staff, programs, services, and activities including public relations, outreach, public education, communications, media relations, government relations, and community events for the District.

- Participates in the development, and implementation of goals, objectives, policies, procedures, and work standards for the department; establishes, within District policy, appropriate budget, service, and staffing levels.
- Manages and participates in the development and administration of the department's budget; determines budget priorities; directs the forecast of additional funds needed for staffing, equipment, and supplies; presents budget proposals to the General Manager; oversees the monitoring of and approves expenditures; oversees and implements budgetary adjustments, as necessary; identifies areas for savings.
- Participates in the selection, trains, motivates, mentors, and manages department personnel; evaluates and reviews work for acceptability and conformance with department standards, including program and project priorities and performance evaluations; works with employees to correct deficiencies; encourages staff professional growth and development; implements discipline and termination procedures; responds to staff questions and concerns; plans and conducts orientation programs, workshops, and continuing education sessions for District staff.
- Contributes to the overall quality of the department's service by developing, reviewing, and implementing policies and procedures to meet legal requirements and District needs; continuously monitors and evaluates the efficiency and effectiveness of service delivery methods and procedures; assesses and monitors the distribution of work, support systems, and internal reporting relationships; identifies opportunities for improvement; directs the implementation of change.
- Monitors legal, regulatory, technology, and societal changes and court decisions that may affect the work of the department; determines equipment acquisition, training programs, and procedural changes to ensure retention of qualified staff and the provision of services to the community in an effective, efficient, and economical manner.
- Develops, oversees, and manages comprehensive communications and public relations program utilizing various forms of media including press releases, newsletters, brochures, flyers, exhibits, web content, public service announcements, video programs, feature articles, radio and television spot announcements, commercials, and other District-produced informational publications to disseminate vector control information and promote District services to residents; determines best methods of presentation and distribution of District information to the public, cities, and partner agencies including community events, neighborhood meetings, virtual presentations, literature drop-off, marketing campaigns, and digital advertising; writes copy, edits copy submitted by staff, takes photographs, develops graphic images, and coordinates publication layouts.
- Conducts extensive research to effectively outreach to District residents and reach various demographics, cultures, and subcultures; collaborates with Community Liaisons to determine plan, priorities, and outreach scheduling; develops, manages, and oversees District participation in outside organized events such as fairs, exhibits, and attractions that profile and promote public awareness of the District's mission, activities, and functions; promotes District-sponsored community events, activities, and programs.
- Oversees the District's Education Program; collaborates with Education Program Coordinators to develop effective, engaging lesson plans which follow California Department of Education guidelines; plans and oversees the implementation of District educational programs both in and out of the classroom; oversees the scheduling of visits and distribution of materials to educational institutions; responds to public awareness and education needs of the public at large and various member agencies.
- Oversees, develops, and maintains information to be featured or maintained on the District's website and social media platforms; ensures the website is compliant with Americans with Disabilities Act (ADA) guidelines; acts as a liaison to stakeholders in providing information and promoting a positive image of the District through social media, media interviews, and newsletters.
- Responds to Board inquiries for presentations; participates in and makes presentations to the Board and a wide variety of committees, boards, and commissions.
- Serves as spokesperson for the District at a variety of community events, meetings, and other public relations activities; writes, reviews, and publishes media releases and informative articles associated with District activities and events; selects timing and audiences for distribution of press releases; oversees the coordination of media coverage and interviews of District personnel; writes public and community correspondence; provides input and counsel regarding District communication strategies for high profile projects and issues; applies professional standards and ethics when communicating with media and the public.
- Assists in the development of consultant requests for proposals for professional services and the advertising and bid processes; evaluates proposals and recommends project award; coordinates with General Manager to seek legal counsel to determine District needs and requirements for contractual services; negotiates contracts and agreements and administers same after award.
- Represents the department and the District to elected officials, key community leaders, and outside agencies; explains and interprets departmental programs, policies, and activities; negotiates and resolves significant and controversial issues; establishes and maintains partnerships with local and regional public agencies, libraries,

educational institutions, and other community groups to coordinate and disseminate information; plans and conducts orientation programs, workshops, and continuing education sessions for District staff, staff of other agencies, and community groups regarding pertinent vector control issues and vector services information.

- Attends and participates in professional group meetings; stays abreast of new trends and innovations in the fields of public relations, communications, and media relations; attends management meetings and proposes strategies for enhancing District communications.
- Manages the maintenance of working and official departmental files.
- Assists Board Clerk with preparation, review, and presentation of staff reports, various management and information updates, and reports on special projects to the Board as assigned by the General Manager.
- Serves as an active member of the District's management team; interacts with coworkers at all levels in the District in a collaborative and customer service-oriented manner; plans, organizes and integrates the work of the Communications Department with other District departments.
- Responds to public inquiries and complaints concerning vector control or District activities and assists with resolutions and alternative recommendations.
- Ensures staff compliance with all District and mandated safety rules, regulations, and protocols.
- Performs other duties as assigned.

## **Qualifications**

### **Knowledge of:**

- Administrative principles and practices, including goal setting, program development, implementation, and evaluation, and supervision of staff.
- Principles and practices of leadership.
- Principles and techniques for working with groups and fostering effective team interaction to ensure teamwork is conducted smoothly.
- Principles and practices of strategic plan development.
- Principles and practices of budget administration.
- Principles and practices of contract management.
- General principles of risk management related to the functions of the assigned area.
- Principles, practices, and procedures of public administration in a municipal setting.
- Functions, authority, and responsibilities of an elected Board of Trustees.
- Operational characteristics, services, and activities of a comprehensive public relations program.
- Modern and complex principles, practices, and techniques of media relations, news writing and reporting, and individual and mass communications.
- Principles and practices of organization, administration, and personnel management.
- Methods and techniques of developing technical and administrative reports and business correspondence.
- Video production and editing techniques and tools.?
- Use of digital and social media platforms to reach diverse stakeholders.
- Elements of planning necessary to develop in-service training and continuing education programs.
- Theoretical and research findings about the process of learning and behavioral change.
- Biological principles, entomology, vector control, and epidemiology of disease.
- Methods and techniques of computer graphics and print reproductions.
- Research methods and techniques.
- Federal, state, and local laws, codes, rules, and regulations relevant to assigned areas of responsibility.
- District and mandated safety rules, regulations, and protocols.
- Techniques for providing a high level of customer service by effectively dealing with the public, elected officials, vendors, contractors, and District staff.
- The structure and content of the English language, including the meaning and spelling of words, rules of composition, and grammar.
- Modern equipment and communication tools used for business functions and program, project, and task coordination, including computers and software programs relevant to work performed.

### **Ability to:**

- Develop and implement goals, objectives, practices, policies, procedures, and work standards.
- Provide administrative and professional leadership for the Department.

- Prepare and administer program budgets; allocate limited resources in a cost-effective manner.
- Interpret, apply, explain, and ensure compliance with federal, state, and local policies, procedures, laws, and regulations.
- Plan, organize, direct, and coordinate the work of professional, technical, and administrative support personnel; delegate authority and responsibility.
- Select and supervise staff; provide training and development opportunities; ensure work is performed effectively; and evaluate performance in an objective and positive manner.
- Build, coach, and mentor a team of communications professionals.
- Research, analyze, and evaluate new service delivery methods and techniques.
- Effectively administer special projects with contractual agreements and ensure compliance with contractual obligations.
- Analyze problems, identify alternative solutions, project consequences of proposed actions, and implement recommendations in support of goals.
- Plan, organize, and manage a variety of public information, media, and legislative related activities and programs.
- Provide a high level of administrative support to the General Manager.
- Write and/or design public information materials such as brochures, flyers, and articles for public dissemination.
- Coordinate communications efforts with District departments and external agencies.
- Perform basic mathematical calculations.
- Develop and implement outreach strategies utilizing traditional paid media/advertising and organic grassroots techniques.
- Effectively represent the District and the department in meetings with governmental agencies, contractors, vendors, and various businesses, professional, regulatory, and legislative organizations.
- Prepare clear and concise reports, correspondence, policies, procedures, and other written materials.
- Direct the establishment of filing, recordkeeping, and tracking systems.
- Organize and prioritize a variety of projects and multiple tasks in an effective and timely manner; organize own work, set priorities, and meet critical time deadlines.
- Use tact, initiative, prudence, and independent judgment within general policy, procedural, and legal guidelines.
- Effectively use computer systems, software applications relevant to work performed, and modern business equipment to perform a variety of work tasks.

#### **Education and Experience:**

*Any combination of training and experience that would provide the required knowledge, skills, and abilities is qualifying. A typical way to obtain the required qualifications would be:*

#### Education:

- Equivalent to an associate's degree from an accredited college or university with major coursework in journalism, communications, political science, public administration, marketing, public relations, biological sciences, or a related field. A bachelor's degree is preferred.

#### Experience:

- Six (6) years of increasingly responsible experience within a public health, vector abatement, or other public agency in the area of public outreach, campaign development, marketing, public affairs, or a related field, including a minimum of two (2) years of management or supervisory experience.

#### **Licenses and Certifications:**

- Possession of a valid California Driver's License, to be maintained throughout employment.
- Possession of, or successful acquisition within 12 months of appointment, a valid certification in Public Health Vector Control Categories "A" and "B," as required by the California Department of Public Health, to be maintained throughout employment.
- Possession of, or successful acquisition within 12 months of appointment, a valid certification in Public Health Vector Control Categories "C" and "D," as required by the California Department of Public Health, is preferred.

## **Supplemental Information**

## **PHYSICAL DEMANDS**

Must possess mobility to work in a standard office setting and use standard office equipment, including a computer; to operate a motor vehicle and visit various District sites; vision to read printed materials and a computer screen; color vision to design and edit content; and hearing and speech to communicate in person and over the telephone. This is primarily a sedentary office classification although standing in work areas and walking between work areas may be required. Finger dexterity is needed to access, enter, and retrieve data using a computer keyboard or calculator and to operate standard office equipment. Positions in this classification occasionally bend, stoop, kneel, reach, push, and pull drawers open and closed to retrieve and file information.

## **ENVIRONMENTAL CONDITIONS**

Employees work in an office environment with moderate noise levels, controlled temperature conditions, and no direct exposure to hazardous physical substances. Employees may interact with upset staff and/or public and private representatives in interpreting and enforcing departmental policies and procedures.

## **WORKING CONDITIONS**

Occasional evening and weekend work may be required as job duties demand.

## **APPLICATION PROCESS**

This recruitment may close at any time without notice. Any incomplete applications or candidates that do not meet the minimum requirements of the position will not be considered further.

Applications will be reviewed and only those that demonstrate the best combination of qualifications and experience in relation to the requirements of the position will be invited to participate in the examination process. The examination process may consist of a written exam and an oral interview. The examination process may be changed as deemed necessary.

## **CONDITION OF EMPLOYMENT**

District appointments are contingent upon successful completion of a post-offer medical examination with the ability to lift up to 50 lbs., including drug screening to comply with our Drug-Free Workplace policy, a background check including references and employment history, and a Live Scan fingerprint check through the Department of Justice.

California Code of Regulations, Title 8, Section 5144, Appendix A requires an employee to comply with mandatory Fit Testing Procedures.

The successful candidate will be required to provide identification and employment eligibility as outlined in the Immigration Reform and Control Act.

The provisions of this bulletin do not constitute an expressed or implied contract. Any provision contained in this announcement may be modified or revoked without notice.

The Greater Los Angeles County Vector Control District, in compliance with all applicable Federal and State laws, does not discriminate on the basis of age (40 or older), disability, equal pay/compensation, genetic information, harassment, national origin, pregnancy, race/color, religion, retaliation, sex and sexual harassment in its employment actions, policies, procedures, or practices.

GLACVCD will maintain compliance with all paid sick leave laws, including Healthy Workplace, Healthy Families Act of 2014 (AB 1522) effective July 1, 2015.

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**Agency**

Greater Los Angeles County Vector Control District

**Address**

12545 Florence Ave.

Santa Fe Springs, California, 90670

**Phone**

562-944-9656

**Website**

<https://www.glamosquito.org/>

## Communications Manager Supplemental Questionnaire

**\*QUESTION 1**

Which of the following best describes your level of completed education?

- Equivalent to completion of the twelfth (12th) grade
- Some college
- Associate's Degree
- Bachelor's Degree
- Coursework beyond Bachelor's Degree

**QUESTION 2**

Please specify your degree major.

**\*QUESTION 3**

Which of the following best describes your years of progressively responsible experience within a public health, vector abatement, or other public agency in the area of public outreach, campaign development, marketing, public affairs, or a related field?

- None
- One (1) to two (2) years
- Two (2) to three (3) years
- Three (3) to four (4) years
- Four (4) to five (5) years
- More than five (5) years

**\*QUESTION 4**

Please summarize your government or public agency communications experience and describe how that experience demonstrates your ability to carry out the duties of this position.

**\*QUESTION 5**

Which of the following best describes your years of management or supervisory experience?

- None
- One (1) to two (2) years
- Two (2) to three (3) years
- Three (3) to four (4) years

Four (4) to five (5) years

More than five (5) years

**\*QUESTION 6**

**Please summarize your management or supervisory experience.**

**\*QUESTION 7**

**Do you possess a valid certification in Public Health Vector Control Categories "A" and "B," as required by the California Department of Public Health?**

Yes

No

\* Required Question