



Public and Environmental Affairs Director

Definition

The Public and Environmental Affairs Director is responsible for citywide public communications, environmental policy and sustainability programs. The position works closely with the City Manager to accomplish successful implementation and progress toward City Council and organizational goals.

The Public and Environmental Affairs Director plans and organizes public communications activities and operations including media relations, the City Channel and website, and internal communications programs. The position insures that environmental stewardship is integrated into the operating practices and decision filters of all City departments and operations. Working with other departments and outside agencies, the position provides highly responsible and complex administrative consultation.

Typical Job Functions

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

Lead and participate in the development of the Public Communications and Environmental Affairs work plan; assign work activities, projects and programs; monitor work flow; review and evaluate work products, methods and procedures.

Manage media and community relations, publications, and education programs.

Act as principal City spokesperson with media representatives; manage and direct all media responses.

Develop new and distinctive strategies to enable the rapid evolution and adoption of responsible environmental practices within City departments.

Coordinate activities with other departments and outside agencies; provide staff assistance to the City Manager and City Council; prepare and present staff reports and other correspondence.

Identify and cultivate strategic alliances with governmental and non-governmental organizations.

Prepare budget for appropriate staffing and resources to achieve program success.

Build consensus for enterprise solutions by promoting ideas persuasively, working through organizational conflict, and shaping stakeholder opinions.

Set key milestones and program accountability for meeting organizational objectives.

Supervise, select, train, motivate, and evaluate staff; provide or coordinate staff training.

Perform related duties as assigned.

Qualifications

This position requires a highly collaborative approach in facilitating positive outcomes through effective leadership, influence, credibility, experience and expertise in all the strategic and operational aspects of public and environmental affairs within Cupertino.

Knowledge of:

Principles and practices of public relations and public information, including media relations relative to public agencies.

Consensus building, active listening, strategic planning, and performance measurement.

Environmental programs and strategies supporting environmentally sound practices.

Pertinent local, State and Federal laws, rules and regulations.

Organizational and management practices as applied to policy and program development.

Principles of supervision, training and performance evaluation.

Principles and practices of budget preparation and administration.

Ability to:

Effectively influence and partner with senior executive leadership.

Gain cooperation through discussion and persuasion.

Communicate clearly and concisely, both orally and in writing

Form and lead multi-disciplinary teams to develop programs and initiatives that best support City communications and environmental goals.

Develop and implement City policies and procedures, translating strategy into integrated implementation.

Lead, supervise, train and evaluate staff.

Analyze problems, identify alternative solutions, project consequences of proposed actions and implement recommendations in support of goals.

Successfully develop, control and administer budget and expenditures.

Establish and maintain effective working relationships with those contacted in the course of work.

Interpret and apply City policies, procedures, rules and regulations.

On a continuous basis, sit at a desk and in meetings for long periods of time. Intermittently, twist to reach equipment surrounding desk; perform simple grasping and fine manipulation; use telephone, and communicate through written means; and lift or carry weight of 25 pounds or less.

Education and Experience

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

Equivalent to a Bachelor's degree from an accredited college or university with major course work in business or public administration, political science, journalism, marketing, public relations, environmental studies or a related field.

Three years of increasingly responsible supervisory experience in an administrative or staff capacity in a private or public organization involving regular contact with elected/appointed officials and media representatives. Environmental/sustainability program experience is highly desirable.

Licenses and Certifications

Possession of, or ability to obtain, a valid California driver's license.

FLSA: Exempt
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