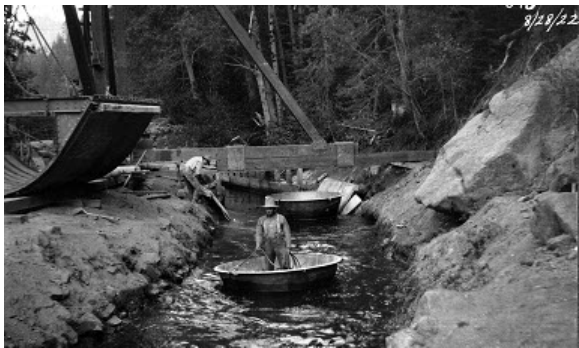




EID seeks a Communications and Media Relations Manager



PLACERVILLE, CA



Ditch in 1922

Welcome to El Dorado County where lifestyle amenities are many and an exciting position awaits the right candidate at the El Dorado Irrigation District (District/EID).

Located in El Dorado County, the District lies in one of the most beautiful areas in California— on the western slope of the Sierra Nevada Mountains, west of world- renowned Lake Tahoe. A scenic drive along Highway 50, heading east from the Sacramento County line to Tahoe, takes you through the center of the District’s 220-square-mile service area and highlights the extraordinary geographical diversity of this region.

The region offers unparalleled outdoor recreation – from high quality fishing, hiking, and skiing to boating, white-water rafting, and more. It’s ideal location also offers a growing wine region with numerous local wineries and activities, along with the annual Apple-Hill season. High in the mountains, alpine lakes and wildlife populate wilderness areas, where quiet and solitude reign.

Water has been and continues to be an undeniable force in shaping the economic, ecological, and cultural aspects of the area. From the earliest days of America Indian habitation to the discovery of gold right here in the heart of the Mother Lode, sparking the statewide gold rush; from clusters of black oak and manzanita to the forests of the Sierra; from vineyards and orchards planted abundantly throughout the county to our growing population centers – water is the essential link.

THE DISTRICT

We can trace our history back to the first hand-dug ditches that transported water to prospectors in the mid-1800s, but the District was not formally organized until 1925 under the Irrigation District Act (Water Code §§ 20500 et seq.). We still hold water rights that date from the gold rush days, and we continue to work on securing and maintaining a reliable water supply. Through negotiations with the U.S. Bureau of Reclamation (Bureau) and an Act of Congress, the District acquired Jenkinson Lake at Sly Park Recreation Area in late 2003, providing yet another critical local water supply.

Additionally, we have a repayment contract with the Bureau and exercise District consumptive water rights associated with Project 184 and historical agricultural activities for diversion from Folsom Lake to meet growing municipal and industrial demands of the region.

Our customers’ needs are as broad ranging as the area’s stunning natural diversity. We provide drinking water, wastewater treatment, and recycled water for residential, commercial and industrial needs over significant portions of western El Dorado County. We own and operate a 21-megawatt hydroelectric power project that includes dams, 4 reservoirs, and 23 miles of flumes, canals, siphons, and tunnels. We also manage several outdoor recreation sites, including the Sly Park Recreation Area and a 48-unit campground at Silver Lake.

The District is governed by a five-member Board of Directors. Each member is elected from a different geographic division, and each serves a four-year term. There are no term limits for Board members. The Board typically meets twice a month during regularly scheduled, noticed public meetings and may hold a number of noticed, special meetings.



Flume under construction in 1923

THE POSITION

If you are contemplating a change, and would like to live and work in a beautiful location, and for a public agency, this opportunity may be right for you. The successful candidate will work under administrative direction from the General Manager and act as the District's Public Information Officer (PIO) having broad management authority for the day-to-day functions within public information, media relations, community outreach, website management, digital/social media strategies as well as public education programs, and campaigns. The incumbent will manage proactive and reactive media relations programs while cultivating strong relationships with local, regional, and national media outlets and online platforms. They will support District initiatives and strategies among various stakeholders, customers, and the public, utilizing principles and practices of effective community involvement, public information and customer service.

The Communications and Media Relations Manager represents the District on routine, emergency, and emerging media inquiries and/or community interests. They work with customers and outside groups and organizations while actively participating in outside community and professional activities.

The incumbent is responsible for developing and implementing proactive public information campaigns that effectively raise public and customer awareness of the District's core business functions, such as water treatment and distribution, wastewater collection and treatment, recycled water production, hydroelectric power generation, recreation opportunities, and water-use efficiency programs.

In response to the ever-expanding nature of digital and social media platforms, the Communications and Media Relations Manager is responsible for digital content strategies, utilizing analytic tools for audience, engagement, analytics monitoring and strategic refinement. As such will take a lead role in digital crisis communications, ensuring timely and accurate dissemination of information across traditional media and modern digital platforms. Serves as media advisor to the Board of Directors and District staff; provides communications training, editorial direction, and marketing support.

The above describes a portion of the duties, see full job description @ www.EID.org/JOBS.

THE IDEAL CANDIDATE

The ideal candidate will be a seasoned professional who has recent experience as a Public Information Officer managing communications between an organization and the public. Must possess a strong understanding of media relations, press releases, media briefings, crisis communication, public relations, internal communications, digital, and social media management and strategies. Additionally, the ideal candidate should have knowledge of local, private, and non-profit organizations, as well as governmental agencies that impact public utility agencies such as the District.

The Communications and Media Relations Manager requires five years of full-time, progressively responsible experience in communications or public relations, with a minimum of two years in a supervisory or lead role. The candidate must possess a bachelor's degree from an accredited college or university, with major coursework in communications, journalism, business management, public agency administration, or a related field. A Master's degree in one of these fields may substitute for one year of the required supervisory experience.

SALARY AND BENEFITS

Salary

- \$124,166 - \$150,924

Retirement

- CalPERS 2.0% @ 62 for new CalPERS members
- 2.0% @ 55 for Classic CalPERS members
- Retiree Health Care subject to District vesting schedule

Insurance

- Medical, dental, and vision coverage for employees and dependents with cost share



Other Benefits

- Paid Time Off commensurate with service time
- 12 Paid Holidays
- Exempt Administrative Leave
- Life Insurance
- Deferred compensation plan

Application and selection process

Application deadline is April 6, 2025. Applications will be screened and candidates with the most relevant qualifications will be invited to participate in the selection process.

Interviews will take place the week of April 7, 2025.

For more information, please contact Leslie Voong via email at lvoong@eid.org or call 530-642-4074.