SOUTH COAST AIR QUALITY MANAGEMENT DISTRICT

21865 Copley Drive
Diamond Bar, CA 91765
909-396-2800
http://www.aqmd.gov

invites applications for the position of:

Media Manager (Community Relations Manager)

An Equal Opportunity Employer

SALARY: $3,434.67 - $4,529.72 Biweekly
$89,301.36 - $117,772.80 Annually

OPENING DATE: 03/11/22

CLOSING DATE: 04/01/22 11:59 PM

SOUTH COAST AQMD AND JOB OVERVIEW:

ABOUT SOUTH COAST AQMD

South Coast Air Quality Management District (South Coast AQMD) is one of the largest and most technologically sophisticated environmental regulatory agencies in the nation. The South Coast AQMD is dedicated to addressing environmental justice impacts of air pollution and is committed to protecting and improving air quality in the many diverse communities and neighborhoods in the South Coast Air Basin. We serve a four-county region that includes large areas of Los Angeles, Orange, Riverside and San Bernardino counties, including the Coachella Valley, which is home to more than 17 million people. South Coast AQMD's headquarters is located in Diamond Bar, 30 miles east of downtown Los Angeles, at the junction of the 57 and 60 freeways. With a highly diverse "Clean Air Team" of over 750 employees, and an annual budget of $179.9 million, South Coast AQMD is an organization you can be proud to work for.

South Coast AQMD's mission requires diverse perspectives, talents, and life experiences to solve some of the most complex technical air quality issues. We are committed to creating and maintaining a work environment that appreciates the unique contributions of our employees and fosters professional development and growth. South Coast AQMD respects the distinct ideas and perspectives of our stakeholders and works to bring them together toward the common goal of clean air.

Click here to view a video about working at South Coast AQMD

ABOUT THE OFFICE of LEGISLATIVE AND PUBLIC AFFAIRS / MEDIA

Our Legislative, Public Affairs and Media Office is comprised of 50 managerial, professional, technical, and support staff engaged in handling intergovernmental relations, State and federal legislative affairs, small business assistance, dissemination of public information, media relations, social media, business and community outreach, and other public assistance activities.

ABOUT THE JOB

The Media Manager is responsible for coordinating all public relations activities, developing communications plans, managing media campaigns in line with the agency mission while exercising a high degree of discretion and independent judgment in the performance of assigned duties. The media manager must display strong project management and organizational skills with the ability to multitask and work comfortably under pressure in a fast-paced environment.

Under the direction of the Director of Communications and Deputy Executive Officer, duties of the media manager include:

- Interpreting and executing South Coast AQMD rules/regulations and policies/programs as they relate to the coordination and dissemination of readily understandable information to various media outlets.
- Writing, proofreading, and editing all public relations content including press releases, op-eds, speeches, briefing materials, talking points, newsletters, articles, communications materials, and marketing content (the ability to read, write and speak Spanish is highly desired).
- Fielding and responding to media questions and interview requests.
- Identifying press opportunities and pitch stories to stimulate media coverage.
- Detecting media relations issues as they emerge.
- Organizing and managing press conferences and media events within the agency and with external agencies.
- Develop media relations strategies that will result in high-level coverage in print, broadcast and online media.
- Emergency response and crisis communications strategies.
- Leverage existing media relationships and cultivate new contacts within environmental media.
- Perform as spokesperson for agency.
- Understanding social media platforms and engagement.
- Attending and networking with other media organizations at conferences, community events, public workshops, hearing and town meeting, etc.
- Supervising the media office and its staff members.

EXAMPLE OF DUTIES:

The Media Manager is budgeted as a Community Relations Manager. In addition to the above, duties listed below are typical of this classification. Some, but not all, will apply to this position:

Plans, organizes, supervises and coordinates the activities of the assigned functions; supervises staff; advises and provides assistance to the Director of Communications and Deputy Executive Officer of Legislative and Public Affairs/Media in program design, development, and implementation.

Supervises the deployment of Legislative and Public Affairs/Media field staff to assist in achieving agency goals and objectives through effective collaboration with local governments and other public agencies, community residents, business interests, and other special-interest groups.

Formulates recommendations on policy and program implementation strategies through analysis of data and feedback from interest groups and public and private agencies regarding their understanding and perception of agency rules, regulations, policies and procedures.

Acts as liaison and serves as a representative of South Coast AQMD at meetings, workshops, conferences, or panel discussions for the purpose of addressing or presenting South Coast AQMD policies and proposals related to air quality and other relevant matters; coordinates community meetings and hearings, and may represent the agency at official events.

Acts as liaison with South Coast AQMD's advisory groups and subcommittees on relevant matters and, under the direction of the Director of Communications, Deputy Executive Officer or Assistant Deputy Executive Officer of Legislative and Public Affairs/Media, coordinates and attends the proceedings of such groups.

Oversees and coordinates environmental justice enhancements, public outreach, public participation, and other key functions, and develops strategies to encourage public participation and support of South Coast AQMD's programs, activities, regulations and administrative proceedings.

Prepares Board letters, testimony, reports, and a wide range of other documents in support of legislative activities, Board actions, and other related matters.

Reviews South Coast AQMD regulations, policies, and programs, and coordinates the development and dissemination of readily understandable pamphlets, brochures, and other informational materials tailored to specific audiences regarding proposed South Coast AQMD rules or policies and procedures.

May act for the Director of Communications or Assistant Deputy Executive Officer of Legislative and Public Affairs/Media, as needed.

MINIMUM AND DESIRABLE QUALIFICATIONS:

DESIRABLE QUALIFICATIONS:

In addition to the Minimum Qualifications, the most competitively qualified candidates will possess:

- A bachelor's degree in a related field and the ability to read, write and speak Spanish is highly desired

- Directly related supervisory or management experience over a media relations team, preferably in a public agency or public advocacy group
- Knowledge of environmental issues, particularly air quality issues, and the ability to learn technical details of South Coast AQMD's compliance programs, rule development, and legal framework
- Ability to simplify technical content
- Demonstrable experience with building effective media campaigns with full understanding of media needs and media relationships
- Demonstrate experience in developing materials such as press releases, websites, and conducting press conferences and interviews
- Experience in acting as a company spokesperson, giving interviews, etc
- Natural leader who is proactive and displays strong decision-making and attention to detail
- Must possess organizational and planning skills
- Ability to work under pressure and meet deadlines
- Ability to work as part of a team
- Excellent interpersonal, communication, and public speaking skills
- Exceptional writing and editing skills
- Strong relationships with local media outlets

MINIMUM QUALIFICATIONS:

Training and experience which demonstrates the knowledge, and abilities to plan, develop, and supervise media liaison, public affairs and social media programs; knowledge of methods used to evaluate program objectives and goals; principles of management, organization, and supervision; techniques and methods to write, compose, edit, and disseminate educational information, news releases, social media and promotional materials including developing and implementing strategies for successful media campaigns.

Ability to plan, organize, and supervise the work of professional, technical, and clerical staff engaged in the development, preparation, and dissemination of public information; establish and maintain effective relations with community and civic groups, public agencies, news media, and private organizations; coordinate, develop, and edit a variety of written materials for dissemination; speak effectively before large groups.

Evidence of the knowledge, skills, and abilities may be demonstrated, in part, by the graduation from an accredited college or university, preferably with a major emphasis in communications, public relations, journalism, or a related field, and demonstrated experience in the development and dissemination of public information for a comprehensive public information or media liaison program.

OTHER IMPORTANT INFORMATION:

THE SELECTION PROCESS

Application packages and supplemental questionnaires will first be screened and the most competitively qualified candidates will be invited to the next step of the process, which is expected to be a panel and/or assessment interview (weighted 100%) and a writing exercise, following which successful candidates are expected to be placed on an eligible list in alphabetical order.

Only those who demonstrate at each successive step of the selection process that they are among the most competitively qualified will be advanced to the next step. South Coast AQMD reserves the right to add, delete, or modify any elements of the selection process as deemed appropriate, based on the number and quality of applicants at each step.

APPLICATION PACKETS MUST INCLUDE:

1. A completed employment application covering at least 10 years of employment, and your entire South Coast AQMD employment history if you are an internal candidate, including four references. References must include the names and phone numbers of your present and past supervisors or managers, or persons for whom you have directly provided services, not peers.

2. Responses to the supplemental questionnaire. If you need additional space beyond the lines provided on the supplemental questionnaire tab, attach a document with your responses when you submit your application.

3. If you claim education, you must submit acceptable documentation. Acceptable documentation consists of a copy of your transcripts attached to your application. If you are in final consideration, original, official transcripts for all degrees/education claimed will be requested as detailed in the "Educational Requirements" link on the Employment Opportunities webpage.

4. Job applications must be filled out completely; a resume cannot be substituted for the required application. Be sure to detail any education, training or other relevant coursework that would make you a particularly strong candidate.

Your application will be reviewed very carefully, and only those who appear to have the best qualifications will be invited to continue in the selection process. Meeting the minimum requirements does not guarantee an invitation to further testing.

Candidates who may need accommodations during the selection process must call the Human Resources Department at least one week prior to any test dates.

If you have any questions regarding this recruitment, please contact the Human Resources Department at (909) 396-2800.

Media Manager (Community Relations Manager) Supplemental Questionnaire

* 1. This position will be responsible for managing our agency's media relations efforts through the supervision of media professionals and support staff. Describe your experience that demonstrates your ability to manage this function.

* 2. Describe your experience with making media presentations, conducting press briefings, emergency response or giving on camera or print interviews. In your response, provide specific details regarding the topics covered, especially any topics that required presentation of controversial policy or technical information.

* Required Question