

# UPPER BIG BLUE NATURAL RESOURCES DISTRICT

Public Relations/Communications Manager

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EXEMPT:	Yes
DEPARTMENT:	Administration
LOCATION:	York, Nebraska
York, Nebraska	General Manager
REPORTS TO:	David A. Eigenberg, General Manager
DATE:	4/08/2019

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## **SUMMARY:**

The Public Relations/Communications Manager performs administrative work supporting the General Manager, staff and Board of Directors. Serves as the advocate for the District promoting its policies, programs, projects and activities, in order to build and maintain positive relationships with the public, communities, government and legislative units. Provide simple accurate explanations of complex issues so that the person on the street can understand them. Responsible for general speeches, presentations, displays, articles, and publications about the District and its activities. Develop, coordinate, direct, and participate in public relations efforts for the District.

**ESSENTIAL DUTIES AND RESPONSIBILITIES** include the following. Other duties may be assigned.

Plans and implement District's public relations and information activities to maintain public support. Advise the General Manager, staff and Board of Directors on public relations programs, activities, and District public relations needs. Advise management on public relations strategies. Responsible for seeking General Manager's approval or guidance for specific projects, programs, major activities and expenditures, related to public relations.

Serves as primary district staff member to make public presentations about the district and its projects, programs, and policies in order to clarify and justify the District's goals and objectives. Assist in explaining and defending the District when it is under public criticism. Communicate and explain in simple terms what is going on from the District's point of view. Handle general briefings and tours. Develop rapport with the media by establishing and maintaining good working relationship with print and broadcast media. Direct press relations to publicize current activities and achievements of the District. Responsible for news releases, feature articles and interviews for press, radio, and television representatives.

Work closely with and supports the department managers in order to form public relation strategies and effectively explain district projects, programs and activities to the public. Provide public relations support for various departments activities. Assist department managers and staff in drafting speeches, interviews, and articles. Work closely with department managers in planning, organizing and conducting workshops, tours, and demonstrations for the public and the District. Handle special events to gain public attention without advertising directly. Provide other public relations support for various departments activities.

Assist the General Manager and the Board of Directors on the District's efforts to influence or change public policy through public relations efforts directed at State Senators and agencies on natural resource issues. Coordinate public relations and information activities with other NRDs, local, state and federal agencies and organizations.

Write, design, compose, edit, and compile publications, presentations, grants, news releases, displays, exhibits, and speeches so that the target audience understands the District's programs, projects and policies. Produce publications, including writing, editing, graphics, layout, and coordination with printing companies. Responsible for the publication of the District Annual Report, and District Annual Programs Book by October 1st of each year. Produce, print, and distribute periodic newsletters. Responsible for District photography.

Keep primary focus on public relations and adult education. Secondly, work with schools and youth organizations on natural resources education. Responsible for other educational activities such as land/range judging and envirothons.

Administer District awards programs. Responsible for the preparation and use of displays and exhibits. Develop and install displays, both temporary and permanent. Select themes and arrange for exhibitions. Develop materials for displays, including graphics, text, and photographs.

Responsible for keeping the District Web page current and up to date on a weekly basis.

Participate in area service and civic groups to gather information and seek support.

Anticipate and analyze public opinions, attitudes, and issues that do or may impact District projects, programs, or policies.

### **QUALIFICATION REQUIREMENTS:**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

#### **EDUCATION and/or EXPERIENCE:**

Bachelor's degree in journalism, public relations, mass communications or related field and 3 - 5 years related experience; or an equivalent combination of education and experience. Public speaking experience is required as well as proven capability as a writer.

#### **LANGUAGE SKILLS:**

Ability to read, analyze, and interpret common scientific and technical journals, financial reports, and legal documents. Ability to respond to common inquiries or complaints from customers, regulatory agencies, or members of the business community. Ability to write speeches and articles for publication with a sound clear style of writing. Ability to make effective presentations to the public, the Board of Directors and management.

**MATHEMATICAL SKILLS:**

Ability to calculate figures and amounts such as discounts, interest, proportions, and percentages. Ability to apply concepts of budgeting and expenditure control.

**REASONING ABILITY:**

Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form.

**CERTIFICATES, LICENSES, REGISTRATIONS:**

Driver license

**OTHER SKILLS and ABILITIES:**

Be computer literate, with extensive experience in word processing and publication layout and design. Ability to use tact and judgement, in dealing with the public, Board of Directors, staff, and other agencies. Ability to remain calm and collected in front of the public in situations facing opposing views.

**PHYSICAL DEMANDS:**

The physical demands described here are typical of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to use hands to finger, handle, or feel objects, tools, or controls and talk or hear. The employee is occasionally required to sit; reach with hands and arms; climb or balance; and stoop, kneel, or crouch. Ability to hear well in large noisy rooms filled with crowds is essential. Public speaking ability is a must.

The employee must regularly lift and/or move up to 10 pounds, frequently lift and/or move up to 25 pounds, and occasionally lift and/or move up to 70 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus. Such physical and vision requirements are necessary because of driving, computer operation, loading equipment and supplies. Vision is important because the job entails publication design, layout, and color selection.

**WORK ENVIRONMENT:**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee occasionally works in precarious places around construction and in outside weather conditions.

The noise level in the work environment is usually moderate.