
EXTERNAL AFFAIRS MANAGER

DEFINITION

Under direction, provides highly responsible and complex project management assistance to the General Manager, Director of Administration and Finance and Board of Directors to advance the Authority's land protection and stewardship goals through the development and advancement of new public, non-profit, and private-sector funding opportunities and unique conservation partnerships. Oversees all functions and activities of the External Affairs Department, including public information, media relations, and community outreach, and design and development of the Authority's website. Serves as liaison and external coordinator for outreach to governmental agencies, conservation organizations, private entities, foundations and other partners to secure funding for Authority projects and programs.

SUPERVISION RECEIVED AND EXERCISED

Receives direction from the General Manager. The work provides for a wide variety of independent decision-making, within legal and general policy and regulatory guidelines. Exercises general direction and supervision over professional, and technical support staff and consultants.

CLASS CHARACTERISTICS

This management classification regularly interacts with the General Manager, Board of Directors, and Leadership Team regarding external affairs and coordination with agencies and organizations. Successful performance of the work requires a strong working knowledge of real property, tax and conservation laws, public policy, regulation and legislation affecting open space and knowledge of Open Space Authority programs, projects, and activities, including the role of an elected Board of Directors.

EXAMPLES OF TYPICAL JOB FUNCTIONS *(Illustrative Only)*

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 typical job functions.

- Assists in planning, organizing, and directing strategic outreach and partner engagement regarding funding and legislative support for the Authority's conservation programs and projects.
- Monitors legislation and revenue and grant opportunities affecting the Authority.
- Assumes full management responsibility for External Affairs department programs, projects, services, and activities.
- Creates and maintains a high level of positive awareness of the Authority through a variety of public information mechanisms including developing, communicating and implementing external outreach and communication efforts regarding Authority conservation programs and projects to public and private conservation partners, elected officials and other key partners.

Santa Clara Valley Open Space Authority

External Affairs Manager

- Participates in development of the annual work plan and associated program budgets, including setting priorities and directing the forecast of funds needed for staffing, equipment, materials, and supplies, approving expenditures, and implementing mid-year adjustments.
- Researches and makes recommendations on developing a planned giving program and non-profit foundation to increase public awareness and support for the Authority.
- Researches and cultivates cooperative funding partnerships with the private sector and business community to increase engagement in unique conservation and sustainability programs, pilot projects and initiatives.
- Develops and implements comprehensive private sector fund raising strategies, plans and efforts on behalf of the Authority's facilities and programs.
- Seeks to build the capacity of the Open Space Authority for by increasing grants, donations and private sector support for OSA programs and projects; monitors and evaluates all fundraising activities to ensure that the fundraising goals are being achieved.
- Monitors trends in the community or region and adapts fundraising strategies as necessary.
- Monitors local, regional, state and national legislative, regulatory and other public agency activities relevant to planning, conservation and funding that have implications for the Open Space Authority's programs.
- Formulates recommendations on government funding and grants for specific Open Space Authority projects and programs.
- Cultivates relationships with public and non-profit conservation partners, as relates to regional conservation planning and funding efforts and initiatives; explores new opportunities for partner collaboration, evaluating potential benefit to the Authority and makes recommendations for potential new projects/programs to the Leadership Team.
- Formulates recommended financing strategies for supporting Open Space Authority land acquisition, stewardship and other high-priority programs and projects.
- Selects, trains, motivates, and directs Department personnel; evaluates and reviews work for acceptability and conformance with department standards, including program and project priorities and performance evaluations; works with employees on performance issues; implements discipline and termination procedures; initiates and manages internal investigations; responds to staff questions and concerns.
- Contributes to the overall quality of the department's service by developing, reviewing, and implementing policies and procedures to meet legal requirements and Authority 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.
- Participates as a member of the management Leadership Team; works cooperatively with other members to address Authority issues, ensures overall health of the organization, foster good communications between department staff, and provide consistent and professional management.
- Represents the Authority in meetings with governmental agencies, community groups, and various intergovernmental, legislative, special interest, community, and nonprofit organizations, as well as on various intergovernmental committees, task forces, and commissions pertaining to Authority management and assigned program matters.
- Participates on and makes presentations to the Board of Directors and a variety of councils, boards, committees, and commissions; attends and participates in professional group meetings; stays abreast of new trends and innovations in the field of land conservation and funding programs.

Santa Clara Valley Open Space Authority

External Affairs Manager

- Prepares, reviews, and presents staff reports, various management and information updates, and reports on special projects as assigned by the General Manager and Director of Administration and Finance.
- Performs other duties as assigned.

QUALIFICATIONS

Knowledge of:

- Principles, practices, and techniques used in the conduct of an effective public information and publicity program in a public agency.
- Scientific principles, practices, and theories pertinent to natural resources management (e.g., water quality, fisheries, wildlife, vegetation, conservation and restoration, integrated pest management).
- Principles and applications of marketing communications.
- Theories, principles, and contents of environmental regulations, natural resource protection, long-term planning and budgeting, and environmental laws.
- Applicable local, state, and federal laws, regulatory codes, ordinances, and procedures relevant to land use, real property, tax and land conservation.
- Techniques for effectively representing the Authority in contacts with governmental agencies, community groups, and various business, professional, educational, regulatory, and legislative organizations.
- Administrative principles and practices, including goal setting, program development, implementation, and evaluation, and supervision of staff, either directly or through subordinate levels of supervision.
- Organizational and management practices as applied to the analysis and evaluation of projects, programs, policies, procedures, and operational needs.
- Technical, legal, financial, and public relations issues associated with the fund development and acquisition of land and grants.
- Methods and techniques for the development of presentations and business correspondence; research and reporting methods, techniques, and procedures.
- Record keeping principles and procedures.
- Modern office practices, methods, and computer equipment and applications related to the work.
- The structure and content of the English language, including the meaning and spelling of words, rules of composition, and grammar.
- Techniques for providing a high level of customer service by effectively dealing with the public, vendors, contractors, and Authority staff.

Ability to:

- Develop and implement goals, objectives, policies, procedures, work standards, and internal controls.
- Provide administrative and professional leadership and direction for assigned programs and the Authority.
- Interpret, apply, explain, and ensure compliance with applicable federal, state, and local laws, rules, regulations, policies, and procedures.
- Plan, organize, direct, and coordinate the work of management, supervisory, professional, and technical personnel; delegate authority and responsibility.

Santa Clara Valley Open Space Authority

External Affairs Manager

- Select, train, motivate, and evaluate the work of staff and train staff in work procedures.
- Research, analyze, and evaluate funding and revenue opportunities
- Effectively administer special projects with contractual agreements and ensure compliance with stipulations.
- Conduct effective negotiations and effectively represent the Authority in meetings with governmental agencies and various businesses, professional, regulatory, and legislative organizations.
- Prepare clear and concise reports, correspondence, policies, procedures, and other written materials.
- Conduct complex research assignments, evaluate alternatives, make sound recommendations, and prepare effective staff reports.
- Establish and maintain a variety of filing, record keeping, and tracking systems.
- Operate modern office equipment including computer equipment and specialized Microsoft Office software applications and other specialized programs.
- 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 English effectively to communicate in person, over the telephone, and in writing.
- Use tact, initiative, prudence, and independent judgment within general policy, procedural, and legal guidelines.
- Demonstrate sensitivity to and understanding of the diverse socioeconomic, cultural, physical and cognitive ability, and ethnic backgrounds of individuals encountered in the execution of Authority services and mission.
- Establish, maintain, and foster positive and effective working relationships with those contacted in the course of work.

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:

- Equivalent to graduation from an accredited four-year college or university with major coursework in public policy, business or public administration, communications, fund development, or a related field and six (6) years of management experience with conservation protection techniques and working with public agencies and conservation partners to secure project funding. Master's degree is desirable.

Licenses and Certifications:

- Possession of a valid California Driver's License.

PHYSICAL DEMANDS

Must possess mobility to work in a standard office setting and use standard office equipment, including a computer, to inspect Authority field and development sites, including traversing uneven terrain, to operate a motor vehicle, and to visit various Authority and meeting sites; vision to read printed materials and a computer screen; and hearing and speech to communicate in person, before groups, and over the telephone. This is primarily a sedentary office classification although standing 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

Santa Clara Valley Open Space Authority

External Affairs Manager

occasionally bend, stoop, kneel, reach, push, and pull drawers open and closed to retrieve and file information. Employees must possess the ability to lift, carry, push, and pull materials and objects weighing up to 25 pounds.

ENVIRONMENTAL ELEMENTS

Employees work in an office environment with moderate noise levels, controlled temperature conditions, and no direct exposure to hazardous physical substances. Employees occasionally work in the field and may occasionally be exposed to loud noise levels, cold and hot temperatures, inclement weather conditions, road hazards, vibration, mechanical and/or electrical hazards, and/or hazardous physical substances and fumes. Employees may interact with staff and/or public and private representatives on sensitive issues and in interpreting and enforcing Authority policies and procedures.

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