



Public Affairs Field Coordinator

Exempt

The Public Affairs Field Coordinator reports to the Advocacy & Public Affairs Director.

The Public Affairs Field Coordinator serves as CSDA's local liaison to special districts, key decision-makers, the press and the public-at-large, providing a strategic link between CSDA's activities in the State Capitol and the local region/network.

Components of the position include:

COMMUNICATIONS AND COALITIONS

- Advances CSDA's public policy priorities with key audiences, including special district officials, other local and state officials, the media, and the public at large
- Educates local groups and stakeholders about the work special districts do in the region/network, and empowers member districts to join in that process as appropriate
- Assists membership with development of issue-specific talking points in coordination with the Public Affairs Specialist
- Develops relationships and an understanding of special districts with key media outlets and journalists as well as other stakeholders
- Monitors media coverage related to special districts and the core services they provide
- Fields inquiries from the press and public, and coordinates responses with the Public Affairs Specialist
- Plans and executes news events in coordination with the Public Affairs Specialist
- Drafts articles and submits photographs of special district events, facilities and members for CSDA's website, bi-monthly magazine and other communications
- Posts to CSDA's Twitter and Facebook accounts in coordination with overall communication strategy and helps maximize impact of the CSDA blog by contributing articles

GRASSROOTS MOBILIZATION

- Liaisons with the region/network's CSDA Board Members and empowers them to actively represent CSDA throughout the region/network and in the Delegate Service Areas (DSAs)
- Delivers presentations and disseminates information packets, action alerts and other materials regarding hot topics affecting special districts to the region/networks, chapters and individual districts
- Organizes letter-writing and media campaigns at the regional level
- Facilitates meetings with special district officials and district tours for state legislators and other stakeholders
- Builds coalitions with special districts and other issue-relevant stakeholders

LOCAL RELATIONS AND COORDINATION

- Coordinates with CSDA's Professional Development and Member Services departments on regional public affairs efforts that impact each respective department's functions, including supporting regional professional development workshops and membership events
- Facilitates networking for special districts, including the sharing of best practices and mutual aid between special districts in need of support and information
- Attends special district related events on behalf of CSDA
- Implements and capitalizes on fundraising activities
- Understands CSDA and Special Districts Alliance partner benefits; encourages member engagement and new membership



MISCELLANEOUS

- Performs related duties as requested by the Advocacy & Public Affairs Director

Requirements

- Commitment to the highest ethical standards
- Exceptional written (correspondence, spelling, grammar) and verbal communications skills
- Motivated team player with a positive attitude
- Ability to work independently, take initiative and make sound judgments in sensitive and/or stressful circumstances
- Outgoing, self-confident and persuasive personality
- Sensitive to attitudes and opinions of key audiences
- Well-organized and results-oriented
- Comfortable working independently, from a home office and on the road

Minimum Qualifications

- BA/BS from accredited university/college required; preferred in a related field (public relations, journalism, communications, advertising, English, political science, public administration, government, business administration, etc.)
- Three to five years of experience implementing strategies and developing relationships that advance common interests, legislative priorities and/or campaigns and objectives preferred
- Understanding of the State legislature and State political landscape, understanding of local government structure and special districts specifically and established relationships with local public officials and press are preferred

Compensation

- Salary range: \$103,649 - \$155,474
- Reimbursement for travel and business related expenses, as per the CSDA Policy Manual
- Paid Time Off (PTO), paid holidays and other benefits, as described in the CSDA Policy Manual
- Health, vision and dental benefits, following qualification thereof, as outlined in the CSDA Policy Manual
- Flexible Benefit Plan offered, including a medical flexible spending account (FSA)
- Defined contribution health retirement program
- Participation in CalPERS Retirement System

Regular travel will be necessary, both by car and by air, including absences from home for one or more nights. Travel may be on the employee's or employer's time, or both. Working nights, weekends or holidays will regularly be required/necessary. To provide immediate access and in-depth understanding of local issues, regional public affairs representatives are encouraged to live in the region/network they serve. All representatives utilize a home office to service their respective region/networks. On occasion, they may access special district facilities to supplement the home office.

California Special Districts Association (CSDA) has a policy of "employment at will." This means that both the employee and CSDA have the right to terminate employment at any time with or without advance notice and with or without cause.