

DIRECTOR OF COMMUNICATION AND CONSERVATION

Coachella Valley Water District

(Palm Desert, CA)





THE COMMUNITY

The Coachella Valley (Valley) includes the desert cities of Palm Springs, Cathedral City, Rancho Mirage, Palm Desert, La Quinta, Indian Wells, Desert Hot Springs, Indio and Coachella. It was one of the fastest growing regions in Southern California and offers an ideal place to work, play and raise a family. Decades ago, the Hollywood elite discovered the Valley as a place for fun, sun and relaxation. Since then, several hundred thousand residents have discovered the Valley as a year round home.

The Valley has created a national and international reputation for having a luxury resort lifestyle. It is home to world class resorts such as the Ritz Carlton, Omni Rancho Las Palmas Resort and Spa, La Quinta Resort & Club, Renaissance Esmeralda, Miramonte Resort and Marriott's Desert Springs Resort and Spa.

Millions of tourists each year visit the Valley to enjoy its shimmering pools, challenging fairways, five-star resorts and famous Coachella and Stagecoach music festivals. The Valley is also recognized as the golf, tennis and polo capital of the west. The Valley plays host to many internationally known golf events such as the Humana Challenge (PGA Tour) and the Nabisco Dinah Shore Tournament (LPGA Tour). The BNP Paribas Open (USTA) is featured at the Indian Wells Tennis Garden and international polo matches in Indio annually attract a worldwide audience.

The Valley's population is projected to double in the next 35 years. The weather in the Valley has abundant sunshine, clear blue skies, low humidity, warm temperatures and only a hint of rain. The blue skies and sunshine are the norm in the Valley more than 350 days a year.

THE COACHELLA VALLEY WATER DISTRICT

Coachella Valley Water District (CVWD) is unique in that it provides several water-related services:

- Domestic water
- Sanitation (sewage collection and wastewater treatment)
- Recycled (nonpotable) water
- Irrigation with imported water and agricultural drainage
- Groundwater replenishment
- Regional stormwater protection
- Management of the Coachella Valley's multitude of water resources and conservation

CVWD has a rich history that dates back to 1918. All drinking water comes from a vast aquifer, and CVWD imports Colorado River water via a 123-mile canal for agricultural and golf course irrigation. Groundwater replenishment occurs at three facilities. CVWD was among the original signatories to the Party of Seven Agreement of 1931, which divided California's share of Colorado River water. CVWD is a State Water Contractor with an entitlement that, when combined with that of neighboring Desert Water Agency, is the equivalent to the third largest entitlement in the state. Only one other agency in California has entitlements to Colorado River and State Water Project water.

DIRECTOR OF COMMUNICATION AND CONSERVATION

Coachella Valley Water District

CVWD's mission is "To meet the water related needs of the people through dedicated employees providing high quality water at reasonable cost." CVWD has offices located in the cities of Palm Desert and Coachella and has nearly 1,000 square miles within its boundaries. Most of the service area is in Riverside County, but CVWD also extends into Imperial and San Diego counties. A governing five-member Board of Directors is elected from five geographic divisions for four-year terms.

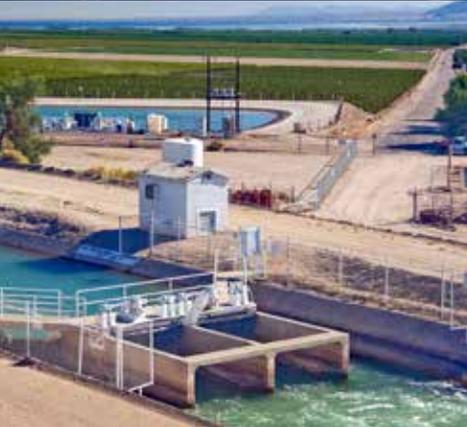
CVWD's five-year Capital Improvement Plan (CIP) is approximately \$701 million. Currently, CVWD has a staff of more than 500. For more information, please visit www.cvwd.org.

THE DEPARTMENT

The Communication and Conservation Department is comprised of two divisions: Outreach and Education and Water Management. Outreach and Education is responsible for internal and external communication, community events and tours, classroom education, legislative activities, and media relations. Water Management is responsible for the District's conservation programs, along with assisting customers in improving water use efficiency.

Outreach & Education

- Provides relevant information to customers and stakeholders utilizing several tools, including:
 - Presentations to civic and community organizations
 - Public tours
 - Attending public events
 - Distributing bill inserts, newsletters, fact sheets, and brochures
 - Managing the District's website, email notifications, Facebook, and Twitter
 - Distributing news releases, conducting media interviews, and attending editorial board meetings
 - Utilizing paid advertising, including newspaper and magazine ads, billboards, etc.
- Provides internal communication to employees, including the publication of biweekly paycheck inserts, and monthly newsletter to alert employees about policies, events, and other District related news and information
- Monitors relevant legislation and works with lobbyists in Sacramento and Washington D.C. to develop a legislative platform. Provides regular updates to administration and Board of Directors about relevant legislation and conveys District position to legislators and other stakeholders.
- Coordinates all media interviews, writes and distributes news releases and develops key messaging and talking points for administration and Board of Directors.
- Delivers classroom presentations and tours to students in public and private schools, in grades preschool through college. History of water in the Coachella Valley
 - Water safety
 - Water conservation
 - The water cycle
 - Other earth and natural sciences



Water Management

- Helps customers improve water use efficiency through a number of conservation programs, including:
 - Rebates for large landscape smart controllers
 - Rebates for turf removal
 - Rebates for sprinkler nozzle replacement
 - Rebates for high efficiency toilets
 - Free installation of smart irrigation controllers
 - Free indoor conservation kits for homeowners
 - Free water brooms and prerinse nozzles for restaurants and Home Owner Associations (HOAs)
- Provides technical assistance, including on-site conservation reviews or audits, to evaluate water use and offer suggestions to improve water use efficiency, and meet assigned water budgets
- Provides special audit program to offer technical assistance to targeted customers with exceptionally high and inefficient water use
- Investigates and enforces local and state water use restrictions and helps violators comply
- Reviews development plans of new and rehabilitated landscapes for compliance with the District's Landscape Ordinance
- Reviews customer appeals regarding their water budgets under budget-based tiered rates.

THE POSITION

The Director of Communication and Conservation reports to the General Manager. The Director will plan and organize public outreach and education programs to keep the public informed about District activities and water-related issues; manage the Public Relations functions, including communications between organizational representatives and the public to build, manage and sustain a positive image; maintain cooperative relationships with media representatives and conduct media interviews as the District spokesperson, ensuring key messages coincide with overall organizational goals; utilize marketing techniques to create and maintain branding recognition; participate in analyzing and developing Districts positions on state and federal legislation; oversee conservation rebate and incentive programs; supervise and coach staff in two divisions and do related work as required.

The Director of Communication and Conservation has a staff of 24 (9 in Communication and 15 in Water Management). For a detailed job description, please contact info@alliancerc.com.

DIRECTOR OF COMMUNICATION AND CONSERVATION

Coachella Valley Water District

THE IDEAL CANDIDATE

The Coachella Valley Water District seeks a hands on Director of Communication and Conservation who has significant media relations experience with local government and/or special districts. The ideal candidate will be outgoing, engaging and diplomatic with strong Customer Service skills. He/She will be able to collaborate with other departments to identify key communication issues. He/She will be a firm but fair manager who is open and flexible. This person will foster an environment of teamwork, encouragement and constructive feedback.

The ideal candidate will set high expectations and inspire enthusiasm in others. This person will be a leader who sets the tone and establishes priorities. He/She will be able to multi-task, change directions when needed and follow through. Lastly, the selected candidate will be able to work well with other departments, the public as well as external partners and stakeholders.

The incoming Director of Communication and Conservation will focus on the following areas:

- **Public Outreach** – Continue to ensure a comprehensive program focused on educating customers about important water issues and promoting the District's image as a key stakeholder in the community. Accomplish this through a variety of tools, including tours and presentations, written materials, social media and advertising.
- **Legislation** – Maintain relationships with legislators, legislative staff members and key stakeholders. Work closely with District lobbyists to ensure compliance with District's Legislative Platform.
- **Conservation** – Manage water management and conservation programs, evaluate effectiveness and implement new and innovative programs as needed. Monitor updates to State's water waste regulations and implement changes as needed.
- **Media** – Serve as District spokesperson, handling most media interviews and arranging interviews with administration and Board of Directors, preparing key messaging and talking points for districtwide consistency.
- **Staff Development** – Mentor and inspire a very productive staff. Encourage professional growth and development.

This position is open due to the incumbent accepting a promotional opportunity with another organization.

Education and Experience

- A bachelor's degrees in communications, marketing, journalism, public relations or related field from an accredited four-year college or university is required. A master's degree is desirable and may substitute for a maximum of two years of the management or supervisory experience; AND

A minimum of five years increasingly responsible corporate communications, media relations, public relations, community relations, marketing, journalism or related experience within the most recent ten years, including two years of management and supervision of professional and technical staff is desirable.

- Experience working with legislation and lobbyists is preferred.
- Outstanding written communication skills and public speaking skills are required.
- Media relations experience is required.
- Valid California Operators license issued by the State Department of Motor Vehicles. Department of Motor Vehicles driving record may influence employment or classification.

COMPENSATION

The salary range for this position is \$138,544 to \$182,346 and will be dependent upon the qualifications and experience of the selected candidate. In addition, benefits are provided which include: health, dental, and vision insurance; participation in the California Public Employees' Retirement System; holidays (13 per year); vacation; sick leave; Deferred Compensation programs including 457 and 401A plans, and educational reimbursement. Relocation assistance is also offered.

HOW TO APPLY

Please apply **on-line** by **December 15, 2017** at www.allianceRC.com. For questions and inquiries, please contact:

Sherrill Uyeda or Cindy Krebs

ALLIANCE RESOURCE CONSULTING LLC

400 Oceangate, Suite 480
Long Beach, CA 90802

Telephone: (562) 901-0769

E-mail: suyeda@alliancerc.com or
ckrebs@alliancerc.com



<http://twitter.com/GoAllianceRC>



Alliance Resource Consulting LLC

An Equal Opportunity/ADA Employer