



**MWD**

METROPOLITAN WATER DISTRICT OF SOUTHERN CALIFORNIA

7-14

August 7, 1997

**To:** Board of Directors (Organization & Personnel Committee--Action)  
(Executive Committee--Action)

**From:** *for* General Manager



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**Subject:** Reorganization of the General Manager's Department

### RECOMMENDATION(S)

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The General Manager recommends the following:

- Reallocation of an existing budgeted position to a new Chief of Communications position. (See Attachment A)
- Authority to amend Administrative Code as appropriate
- Approval of the appointment of John (Jack) Maloy as interim Chief of Communications

### EXECUTIVE SUMMARY

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Communication of Metropolitan's evolving activities to its member agencies and the general public has required significant changes in the manner in which key information is disseminated. In order to communicate Metropolitan's activities in a more consistent and effective manner, a reorganization within the Office of the General Manager is planned. This reorganization will involve consolidation of all activities relating to public affairs and legislative matters under the direction of a new Chief of Communications position at salary grade 74; this new position will report directly to the General Manager. The creation of this position requires Board approval. With Board approval, the General Manager will appoint John (Jack) Maloy on an interim basis to address these activities until such time as a Chief of Communications is recruited and approved by Metropolitan's Board of Directors. An existing budgeted position of

Executive Assistant to the General Manager at salary grade 71 will be eliminated by the first quarter of 1998 in order to maintain the same number of unrepresented employees and accommodate the new Chief of Communications position.

## **DETAILED REPORT**

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As the complexity of Metropolitan activities increases, careful coordination of external affairs, media activities, and legislative matters becomes even more critical. Currently, public affairs activities are managed at various staff levels, while functions relating to legislative matters are being addressed within the Office of the General Manager. In addition, Metropolitan's legislative activities are supported by technical staff in Los Angeles who monitor and coordinate information relative to District policies. Metropolitan's policies are also promoted by the Government Relations unit which has representatives in the field throughout the MWD service area, as well as the District's Offices in Sacramento and Washington, D.C. These offices have achieved great success over the years, and to build on this success, this reorganization will consolidate key functional areas under a new Chief of Communications position, thereby allowing closer alignment with the General Manager's strategic business issues. In addition, dissemination of information to the general public can be administered and monitored more closely at the executive level under this new organization.

This reorganization will create a new division which will be directed by a Chief of Communications. The key responsibilities of the Chief of Communications will include responsibility for planning, developing, coordinating, and directing all public affairs and legislative activities relating to Metropolitan's external and internal audiences. This position will report directly to the General Manager, and continually apprise him of communications issues that require closer attention at the executive level. This high-level coordination is required to ensure that increasingly complex information relating to water issues is not disseminated in segments, but rather as a cohesive effort to better represent Metropolitan's interests. Establishment of a Chief of Communications classification is being recommended at salary grade 74; other similarly aligned classifications at this level include Chief Engineer, Chief Financial Officer, Chief of Operations, Chief of Planning and Resource, and Sr. Executive Assistant to the General Manager. As stated before, an existing budgeted position of Executive Assistant to the General Manager at salary grade 71 will be eliminated by the first quarter of 1998 in order to accommodate this new position.

Consolidation of public affairs and legislative activities under a new Chief of Communications position will allow somewhat diverse but overlapping areas to be more strategically organized and managed. The General Manager has identified four key organizational units that need to be coordinated to ensure that information is communicated effectively. These four units include the Public Affairs Division and the Los Angeles-based government relations team, as well as the Washington, D.C. and Sacramento legislative offices. Under this

reorganization, these units will network with each other and build on its group resources to effectively and consistently disseminate information to the general public.

The Chief of Communications classification must be approved by your Board in order for this reorganization to proceed. If approved by your Board, this position will be open for executive recruitment. Because of the time element involved in this process, an interim appointee to facilitate Metropolitan's external affairs will be necessary. The interim appointee, John (Jack) Maloy will not be in competition for the new Chief of Communications job. It should be noted that employment of an interim appointee to facilitate administration of key governmental activities is not uncommon with other public entities (such as City Managers) to address day-to-day operational matters during the filling of a vacancy.

#### Attachments

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1287bo.doc

Hourly Range: \$48.71 - \$65.60  
Monthly Range: \$8,443 - \$11,371  
Annual Range: \$101,317 - \$136,448

ATTACHMENT A

## PROPOSED

# METROPOLITAN WATER DISTRICT OF SOUTHERN CALIFORNIA CLASSIFICATION DESCRIPTION

Classification Title:	CHIEF OF COMMUNICATIONS			
Unit:	01-Unrepresented			
Class Code:	Grade:	EEOC Category:	Overtime Exempt:	
	74	A	Y	
Department:	Exec. Offices/Gen. Mgr. /			
Reports to:	General Manager /			

### JOB SUMMARY

Direct the overall planning, development, and dissemination of Metropolitan's public affairs and legislative activities to ensure that Metropolitan's water issues affecting Southern California are appropriately communicated and represented. Responsible for highly visible interagency and community interface with state and federal elected officials, local governments, business leaders, special interest groups, and Metropolitan's member agencies. Recommend strategies to the General Manager to ensure that Metropolitan's interests are appropriately disseminated and represented in a cohesive and strategic manner.

**ESSENTIAL FUNCTIONS** -- *Essential and other important responsibilities and duties may include, but are not limited to, the following:*

1. Direct all activities related to public and legislative matters, including management of staff and oversight of consultants to ensure that results are accomplished efficiently and in accordance with acceptable standards for quality and technical integrity, and in compliance with applicable laws, regulations, policies, and procedures.
2. Plan, develop, and direct, through a subordinate manager, Metropolitan's publication, media, community relations, education, and conservation programs to ensure that Metropolitan's activities are effectively and accurately communicated.
3. Plan, develop, and implement, through subordinate managers, strategies to promote and protect Metropolitan's near and long-term legislative and policy objectives.
4. Represent Metropolitan in the highly complex and sensitive public affairs and legislative matters; deliver presentations as necessary on these issues as required.
5. Maintain liaison with state and federal legislators, county boards of supervisors, chambers of commerce, and other governmental entities as Metropolitan's chief spokesperson over legislative and

**Metropolitan Water District of Southern California  
Chief of Communications**

public affairs matters. Represent Metropolitan at official meetings, conferences, and/or conventions, making presentations as required.

6. Act in an advisory capacity with officers and directors of Metropolitan in developing strategic paths to enhance communication of Metropolitan's public and legislative affairs. Advise the General Manager, Board of Directors, and senior management on the political ramifications of Metropolitan's actions to ensure that consistent and deliberative decision-making is effected
7. Manage the planning, development, and monitoring of the division's budget to ensure the most efficient use of resources, adherence to established guidelines, and accurate and timely reporting of budgetary information.
8. Direct the preparation of Board letters, administrative and technical reports, contracts, and other correspondence to ensure that applicable laws, regulations, policies, and procedures are adhered to.
9. Direct complex studies and programs to ensure that Metropolitan's short and long-term interests and needs are met.
10. May testify at state and federal legislative hearings as necessary. May represent Metropolitan at official meetings to enhance Metropolitan's standing and acceptance of legislative and regulatory issues.
11. Perform other related duties as required.

**OTHER FUNCTIONS:**

**MINIMUM QUALIFICATIONS**

**Education and Experience**

- A Bachelor's degree from an accredited college or university in Communications, Journalism, Business Administration, Public Administration or a related field from an accredited college or university, and 8 years of progressively responsible experience in public affairs and legislative activities, 4 years of which must have been at the managerial level.

**OR**

- A Master's degree from an accredited college or university in Communications, Journalism, Business Administration, Public Administration or a related field from an accredited college or university, and 6 years of progressively responsible experience in public affairs and legislative activities, 4 years of which must have been at the managerial level.

**OR**

- A combination of education and progressively responsible experience in public affairs and legislative activities totaling 12 years, 4 years of which must have been at the managerial level.

**Licenses/Certification**

- A drivers license in the state of residency equivalent to a California Class C

**Metropolitan Water District of Southern California  
Chief of Communications**

**Knowledge, Skills and Abilities**

**Knowledge of:**

- Management/supervisory concepts and techniques
- Budgetary concepts and procedures
- Contract administration
- Complex project management
- Southern California water issues
- Federal and/or state legislative processes
- Urban, agricultural, and environmental water interests
- Regulations and laws applicable to areas of responsibility

**Skill and ability to:**

- Direct a diverse workforce
- Effectively communicate Metropolitan's position on diverse and competing interests
- Interface and maintain liaison with member agencies, the Board of Directors, elected officials, civic and business leaders
- Direct the preparation of detailed project plans and reports
- Prepare and deliver presentations on complex issues to management, external and member agencies, and the Board of Directors
- Travel to various and remote sites within the area and other Metropolitan areas

**SUPERVISORY RESPONSIBILITY/ACCOUNTABILITY**

**Supervisory scope**

- Mid-sized work group of approximately 21 to 40 employees

**Project management examples:**