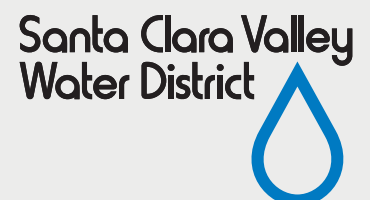


# **SANTA CLARA VALLEY WATER DISTRICT**

invites your interest in the position of



## **Chief of External Affairs**





The mission of the Santa Clara Valley Water District is to provide Silicon Valley safe, clean water for a healthy life, environment, and economy.



# The Organization

With headquarters in San José, the District provides water supply, enhances streams and watersheds through creek restoration and habitat protection; provides flood protection for homes, schools, businesses and roadways, and partners with other agencies to provide trails and open space for the community.

The District effectively manages 10 dams and surface water reservoirs, three water treatment plants, an advanced recycled water purification center, a state-of-the-art water quality laboratory, nearly 400 acres of groundwater recharge ponds, and more than 275 miles of streams to serve nearly 2 million people in Santa Clara County that stretches 1,300 square miles and encompasses 15 cities and unincorporated areas. The District provides wholesale water and groundwater management services to local municipalities and private water retailers who deliver drinking water directly to homes and businesses in Santa Clara County.



As a public agency with the current FY2017 \$523 million operating and capital budget and a staff of over 780 employees, the District is committed to being transparent and accountable with regard to its operations and business practices. The District maintains an integrated Quality and Environmental Management System (QEMS) conforming to ISO standards.

**The District is governed by a Board of Directors comprised of seven members each elected from equally divided districts drawn through a formal process. The directors serve overlapping four-year terms.**





Silicon Valley, the technology center of the world, has led to the county hosting the largest concentration of technology expertise in the world.



## The Community

Recognized throughout the world as a center of technology and innovation, the City of San José is considered the Capital of Silicon Valley and is one of the most diverse large cities in the United States. Located roughly 50 miles south of San Francisco and 390 miles north of Los Angeles, the city enjoys an average of 300 days of sunshine a year. Those living and working in Santa Clara County have access to the Bay Area's many attractions, cultural and performing arts, and recreational opportunities. A year-round calendar of festivals and celebrations supports the community spirit.

Nineteen public school districts and over 301 private schools provide residents with a range of educational choices; innovative programs in local school districts include a nationally acclaimed performing arts magnet, as well as concentrations in aerospace, international

studies, math and science, radio and television, and more. Universities in and near Santa Clara County include San Jose State University, California State University East Bay, Santa Clara University, Stanford University, and three University of California campuses.

Once a largely agrarian valley, Santa Clara County's transformation into Silicon Valley, the technology center of the world, has led to the county hosting the largest concentration of technology expertise in the world. More than 6,600 technology companies in the area employ more than 254,000 people. San José does not have an ethnic majority; residents include speakers of more than 56 different languages. The county is proud of its quality of life and of the rich cultural diversity evident in its population, its workforce, and its many neighborhoods.





## The Position

The Chief of External Affairs (CEA) is an at-will executive leadership position that reports directly to the Chief Executive Officer (CEO). The CEA will serve as a key member of the executive leadership team and represent the CEO and the District in interactions with employees, the public, and other agencies and organizations. The CEA will oversee the strategic planning and integration of external policies and legislation as it relates to the business interests of the District. The incumbent will be responsible for managing the District's relationships with the community, government officials, the media, and other key stakeholders.

The CEA will lead the efforts in developing the District's strategy/plan for external communications to the media, community, and general public, including managing how the District engages with the community in the areas of education, volunteerism, and through grant programs. Additionally, the CEA will lead all government relations efforts on local, regional, state, and federal levels, and be responsible for keeping the CEO and other District staff informed of public policies that directly affect operations.

The CEA will be responsible for the management and oversight the District's Community Engagement, Government Relations, and Communications units, with a team of approximately 30 employees.





## Essential responsibilities and duties include:

- Develop, manage, and oversee all government relations strategies – short and long-term, on the local, regional, state, and federal levels
- Understand the political landscape and build strong partnerships with legislative contacts to help leverage District's position in areas of relating to its business interests
- Keep the CEO and District staff informed of changing public policies affecting the organization's operations
- Develop strong relationships with external stakeholder groups (elected officials, community based organizations, local community, etc.) to support the District's ongoing projects, long-range planning, and other community efforts
- Manage advocacy efforts on specific policy and legislative issues that directly affect and impact the District's operations and political position
- Develop, manage, and oversee all internal and external communications strategies with all employees, community, media, and elected officials, including verbal, written or other print media.
- Maintain direct communication with local government officials, community groups, and other stakeholders to keep them informed and aware of the District's projects, community efforts, long-term planning, and other objectives
- Direct and manage all community engagement efforts through educational programs, grant programs, and volunteerism
- Perform other assigned responsibilities as delegated by the CEO and/or assigned through District policies.





# The Ideal Candidate

The ideal candidate has a track record of leadership, proven accomplishments, and superior performance in a public agency, public utility, or a closely related organization with an emphasis on government relations including local, state and federal government; communications, including public information and media, community engagement and graphic services; and activities such as grants, volunteerism, and education outreach. A Bachelor's degree from an accredited four-year college with major course work in communications, journalism, business or public administration, political science, public affairs, public policy, or related field is required. A Master's degree is highly desirable. Minimum experience requirements include eight years of recent progressively responsible experience as a legislative analyst, lobbyist, or similar related work in the public sector, water industry or a public utility, including three (3) years high level management of professional and technical staff. Must possess a valid California driver's license and maintain a satisfactory driving record.



## knowledgeable of:

- Local, state and/or federal legislative processes;
- The principles, practices and techniques of government, community and/or media relations;
- General administrative principles, practices, and methods of public administration, including goal setting, objectives and procedures development, and implementation.
- The principles and practices of effective leadership and staff supervision, including selection, training and development, dynamics of line-staff relationships, techniques of effective interpersonal communications and relations, effective problem-solving and decision-making techniques, planning and delegating work, performance evaluations, positive recognition methods, and progressive discipline;
- Applicable laws, regulations, legal mandates, guidelines, and standards affecting public agencies;
- Social, political, and environmental issues influencing the organizational climate.

The ideal candidate must be able to:

- Provide effective leadership in a diversely staffed organization, consistent with executive direction and agency values;
- Evaluate the effect of the internal and external forces on the organization and propose appropriate responses
- Plan, organize, review, and evaluate complex interrelated services
- Manage ambiguity and make critical decisions in crisis situations
- Formulate process improvement strategies
- Understand and accurately interpret policies, rules, regulations, procedures, and guidelines
- Facilitate change
- Value collegiality, excellence and service
- Select, motivate, supervise, and evaluate managers and staff
- Establish and maintain cooperative and effective working relationships with a variety of representatives of public and private organizations, members of boards and commissions, employee organizations, local, state, and federal legislative representatives, District staff and the general public;
- Maintain and exhibit discretion and integrity when handling sensitive information;
- Excellent written and oral communications skills, including public speaking
- Manage complex projects involving multi teams and requiring coordination and collaboration with external agencies and high level executive managers.

Finally, the selected candidate will be a confident leader and manager with exceptional strategic and critical thinking skills, specifically an ability to think big and position the organization to achieve tangible outcomes and implement solutions to complex problems. Candidate must be a good listener and trusted advisor to peers with the ability to create partnerships and leverage those partnerships to ensure the District achieves its goals. Other attributes include a reputation of trust within the community, and a highly collaborative and supportive leader with an established ability to align key stakeholders to decisions.





## The Compensation

The salary for the Chief of External Affairs is \$180,024.00 – 256,526.40 annually; placement within this range will be dependent upon qualifications.

The District also provides an excellent benefits package including a defined benefit retirement plan; medical, dental, and vision insurance; paid time off; a flexible spending account; and an employee assistance program.



## To Apply

If you are interested in this outstanding opportunity, please send a cover letter and your resume to [CLetts@valleywater.org](mailto:CLetts@valleywater.org) to apply.

Filing Deadline: February 27, 2017



Following the closing date, resumes will be screened according to the qualifications outlined above. The most qualified candidates will be screened for relevant experience and a select group of candidates will be asked to provide references once it is anticipated that they are finalists. References will be contacted only following candidate approval. A series of interviews will be held to determine the most qualified candidate. Candidates will be advised of the status of the recruitment following selection of the Chief of External Affairs.

If you have any questions, please do not hesitate to call Courtney Letts at (408) 630-2981.





Santa Clara Valley  
Water District



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