



LRAPA

Lane Regional Air Protection Agency

JOB DESCRIPTION

This description does not list every duty for a given position; specific position assignments will vary depending on business needs.

GENERAL INFORMATION

Title	Public Affairs and Project Manager
Department:	Administration
Effective Date:	June 2024
Pay Range:	19
FLSA Status:	Exempt

POSITION SUMMARY

The Public Affairs and Project Manager is the principal spokesperson for the Agency and serves as the primary liaison between the Agency and the general public, media, and other government agencies as assigned. The Public Affairs and Project Manager is responsible for conducting a full range of educational, information, and communication programs on behalf of the Agency. In addition, Public Affairs and Project Manager also provides critical support to the Executive Director and Agency leadership in strategic planning, project management, grant writing and administration, policy development, and inter-agency coordination, particularly during wildfire season.

Following are descriptions of the competency levels:

Advanced Level – Possesses and applies a broad knowledge of principles, practices, and procedures of a particular field to the completion of difficult assignments; assignments are broad in nature, generally requiring a high level of ingenuity and originality; has appreciable latitude for un-reviewed actions and/or decisions. May have lead or supervisory responsibility.

CHARACTERISTICS

This is an exempt position in which the incumbent is appointed by, and reports to, the Executive Director.

ESSENTIAL DUTIES

The duties listed below are a typical sample; position assignments may vary. Percentage of time for each Essential Duties.

- 40% **Program Development & Implementation**
Assists in writing and administering grant proposals to local, state, and federal programs. Creates content and copyedits for Agency communications. Coordinates website updates and comprehensive revisions. Writes and coordinates the production of web, digital, television, radio, and newspaper advertising. Assist in development and implementation of airshed strategies, particularly related to resident wood heating programs and/or other programs directly affecting individual citizens, as part of the State Implementation Plan to meet air quality planning requirements under the Federal Clean Air Act. Develops and executes a workplan to raise public awareness about residential wood heating and outdoor burning. Participates in the development and execution of the small business assistance and outreach programs. Assist executive management in strategic planning and execution of outreach and advocacy to the Oregon Legislative Assembly. Provides project management support for key agency initiatives. Drafts reports, staff reports for the Board, publications, policies, and procedures.
- 20% **Agency Public Information Management**
Prepares and presents speeches and other public presentations. Prepares reports and makes presentations to the Agency's Board of Directors. Prepares press releases and conducts media interviews. Designs, produces, and edits the annual report, topical publications and all Agency marketing materials including brochures/flyers/digital media/social media and the like. Provides marketing and graphic design services to the Agency and partner groups. Prepares reports and makes presentations in assistance to operational staff for permitted sources identified to have potential significant interest from the public or other interested parties.
- 20% **Agency Communications & Coordination**
Prepares and disseminates printed brochures and fact sheets to the public, fire departments, and building departments. Along with education and outreach presentations. Provides assistance in writing and presenting testimony to address issues at the local and state level. Participates in committees, working groups, and inter-agency coordination, particularly related to pollution reduction and wildfire response.. Attends meetings of interest to the Agency as assigned. Oversees the Administrative Assistant's coordination with the Citizens Advisory Committee chairperson on the setting of agendas, and arranging of meetings, and preparation of meeting summaries. Serves as one of LRAPA's designated non-discrimination coordinators to ensure compliance with LRAPA's non-discrimination policies. Responds in person, by phone or in writing to complaints, as appropriate.
- 10% **Personnel Management**
Directly supervises administrative support staff. Responsibilities may include:
- Assigning and monitoring work, providing guidance and feedback, and ensuring adherence to Agency policies and procedures
 - Conducting regular check-ins, performance evaluations, and professional development planning
 - Coordinating with administrative staff on tasks such as committee meeting preparation, documentation, and follow-up
 - Identifying opportunities for process improvements and implementing changes as needed
- 5% **Customer Service**
Provide excellent customer service, promoting professional and courteous behavior with a creative approach to problem resolution that creates a positive experience for the customer.
- 5% **Related Duties as Assigned**
Performs related duties as assigned to meet business needs.

QUALIFICATIONS

An entry-level person would be expected to possess the following or any equivalent combination of knowledge, skills, education, and experience in order to successfully perform the job.

Education & Experience:

- Bachelor's degree in Journalism, Public Relations, Marketing, or related field. Three years of progressively responsible experience in working with various units of government, the public, and media.

Preferred Experience:

- Education: Master's degree in Journalism, Public Relations, or related field.
- Three years progressively responsible experience in government or non-profit environment.
- Bilingual in Spanish.

Licensing and/or Certification Requirements:

- Valid Oregon driver's license at time of appointment, depending on area of assignment.

FUNCTIONAL SPECIFIC RESPONSIBILITIES

The successful candidate will have skills to convey complex or technical information to internal and external stakeholders; computer skills including database management and Microsoft Office 365 including Word, PowerPoint, and Excel; ability to interpret and apply laws, procedures, and regulations pertaining to governmental and grant accounting; excellent organizational and personal skills.

Technology Skills:

- Self-starter, capable of exercising independent judgement and organization management.
- Advanced ability to use the Internet, automated financial systems, and Microsoft Office programs.
- Excellent written and verbal communication skills to translate technical and accounting policy into plain language.
- Advanced ability to present data in multiple formats (Microsoft Excel, Word, PowerPoint, or other given templates).
- Experience using a variety of publication tools such as Canva or Adobe Creative Cloud products.
- Experience managing communications, for a governmental agency.
- Proficiency in utilizing Generative AI tools to enhance research, analysis, and communication skills.

Knowledge:

- Principles, practices, administration of local government relevant to assigned area.
- Performing assigned duties in a safe manner.
- Computer applications and other systems related to assigned area.
- Research, analysis, and statistical methods.
- Public relations principles.
- Modern office methods and practices.
- Data gathering and report writing techniques.
- Project management principles.
- Applicable Federal, State, and local laws, rules, regulations, codes, and/or statutes.
- Ability to understand and maintain confidentiality of information.
- Inclusive and respectful workplace practices.

Skills: *(Demonstrated skill in performing the following)*

- Demonstrating commitment to maintaining a respectful and inclusive work environment.
- Performing assigned duties in a safe manner.
- Managing projects; assigning and monitoring the work of others, as required.
- Analyzing complex information and systems evaluation.
- Conducting research; preparing reports.
- Developing, evaluating, recommending, and implementing processes and procedures.
- Interpreting and applying applicable laws, rules, regulations, standards, and guidelines.
- Demonstrating use of discretion and independent judgment.
- Using computers and related software applications.
- Communication, interpersonal skills as applied to interaction with coworkers, management, the general public, etc. sufficient to exchange or convey information and to receive work direction.
- Working effectively with clients, co-workers, employees, and supervisors from diverse backgrounds.

Abilities:

- Ability to implement lateral thinking, analyze scenarios, and draw conclusions.
- Ability to read and comprehend complex rules, regulations, and technical material.
- Ability to work independently, while keeping managers apprised of progress.
- Ability to use automated financial systems and Excel at an advanced level.

Documentation and Record Keeping

Maintains files, develops, and maintains internal control documents, maintains hard copy and electronic files, maintains files so that they are audit ready at all times.

Professional Training & Development

Pursues ongoing professional development to enhance skills and knowledge in areas such as:

- Public relations, marketing, and communications strategies
- Project management methodologies and tools
- Policy analysis and development
- Grant writing and administration best practices
- Emerging trends and technologies in air quality management
- Leadership and management training
- Participates in relevant conferences, workshops, and webinars to stay current with industry developments and network with peers

Identifies and recommends areas for team training and skill development to support Agency goals and initiatives.

PHYSICAL REQUIREMENTS	
The amount of time spent and/or frequency of performing the task. Time Spent should be expressed in relation to an average workweek and as one of the following: "Never," "Occasional," "Frequent," or "Continuous."	
Sitting	F
Walking	F
Balancing	F
Seeing	C
Hearing	C
Bending or stooping	O
Climbing	N
Crawling	N

Feeling	F
Dexterity with fingers	C
Grasping	O
Jumping	N
Keying (computer work)	C
Kneeling	O
Lifting or carrying	O
Pushing or pulling	O
Reaching	O
Twisting	O

WORKING CONDITIONS

Environmental Conditions:

Work is performed in the Agency's offices, located in Springfield, Oregon. May include travel to other agencies or grant sites, including but not limited to Eugene, Oakridge, Cottage Grove, and unincorporated areas of Lane County. Work and training opportunities may require travel within the State of Oregon. Work is performed in an office environment.

JOB DESCRIPTION HISTORY

2023 – initial update LRAPA/HRA
 2024 – update by LRAPA

SIGNATURES

I acknowledge that I have read and understand the above job description in its entirety, and I am capable of performing all the stated requirements.

 Print Employee Name

 Employee Signature

 Date

 Supervisor/Director Signature

 Date