



THE METROPOLITAN WATER DISTRICT
OF SOUTHERN CALIFORNIA

CREATIVE DESIGN TEAM MANAGER

Group-Section: External Affairs Group - Media and Communication Services Section	FLSA Status: Exempt Bargaining Unit: MAPA	Salary Grade: 063 Job #: TM078
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JOB SUMMARY

Responsible for managing a team that conceptualizes the priorities in visual and compelling ways and devises complex plans using print, video, web, social media, and other similar platforms together to communicate them to Metropolitan's diverse public audiences and vested stakeholders; and meets with clients, listens to their project specifications and translates their requests into messaging designs.

OVERSIGHT

Supervision Received: Receives direction from the Section and/or Group Manager.

Supervision Given: Manages staff of professionals and paraprofessionals.

JOB DUTIES

Common job duties for team managers:

1. Supervises staff including selection, assignment and monitoring of work, coaching, counseling, mentoring, and performance assessment; determines priorities and aligns work load; reviews work for thoroughness, adherence to applicable standards, constructability, and accuracy; assesses employees' competencies and develops training plans; trains subordinates in applicable techniques and methodologies; and ensures staff compliance with applicable health and safety standards and requirements.
2. Provides general administration of the team including establishing and tracking organizational goals and objectives; analyzes organizational activities and prepares reports; develops and monitors the budget; evaluates resource needs and prepares staffing and consulting requests; creates procedures; provides input regarding policy and procedures; reviews and approves time, reimbursement requests, and purchases.
3. Leads staff in development of organizational vision, strategies, goals, and objectives for customer support and service; plans, develops, and approves schedules, priorities, and standards for achieving organizational goals; and reviews and reports on status of all organizational activities.
4. Works collaboratively with Metropolitan's staff and managers. Engages with project managers to ensure project objectives are at par with and serve to protect Metropolitan's properties and interests.
5. Meets with key customers to work on projects and initiatives and supports applicable customer satisfaction feedback mechanisms.
6. Performs other related duties as required.

Duties specific to this position:

1. Manages outreach and marketing social media campaigns and day-to-day activities including developing relevant content topics to reach the target audience; and creates, curates, and manages all published content (images, video, written and audio/podcast, etc.) to advocate for Metropolitan in social media spaces including engaging in dialogues and answering questions where appropriate.
2. Manages the planning and creation of a variety of outreach communication products to champion key strategic messages and points of the Chairman of the Board and General Manager's outreach priorities; and assists executive management with strategic communications planning.
3. Manages Metropolitan's video program including, developing talking points, scripts, and production plans to create coherent communication campaigns that support Metropolitan's goals.
4. Manages the creation and publishing of relevant, original, high-quality content that presents Metropolitan programs, projects, highly technical subjects, issues, and events to internal and external audiences. Participates in advertising and public outreach campaigns.
5. Oversees the development of visuals and provides design direction and feedback to other External Affairs colleagues in support of their projects.
6. Oversees the preparation of presentations, infographics, and other supporting materials for External Affairs management from concept to production to ensure a consistent message.
7. Performs other related duties as required.

EMPLOYMENT STANDARDS

MINIMUM QUALIFICATIONS

Education and Experience: Bachelor's degree from an accredited college or university with a major in journalism, advertising, marketing, television and film production, public relations, business administration, or related field and eight years of increasingly responsible relevant experience, of which two years must have been in a project management, supervisory, or lead capacity; or an advanced degree from an accredited college or university with a major in journalism, advertising, marketing, television and film production, public relations, business administration, or related field and six years of increasingly responsible relevant experience, of which two years must have been in a project management, supervisory, or lead capacity.

Required Knowledge of: A variety of writing styles and techniques including newspaper, magazine, and corporate; Metropolitan history, mission, issues, programs, projects, and people; principles and practices of public relations; news media operations; research tools, facilities, and methodologies; script writing and formatting; video production principles; and English usage, spelling, grammar, and punctuation.

Required Skills and Abilities to: Write clearly, concisely, creatively, and correctly regarding Metropolitan matters; write to create interest in Metropolitan matters; incorporate Metropolitan goals into various publications; develop and maintain effective communications with the news media; interpret policies and procedures; respond to requests and inquiries from the general public; and use business applications such as word processing.

CERTIFICATES, LICENSES, AND REGISTRATIONS REQUIREMENTS

Certificates

- None

Licenses

- Valid California Class C Driver License that allows you to drive in the course of your employment

Registrations

- None

DESIRABLE QUALIFICATIONS

- None

PHYSICAL DEMANDS, WORK ENVIRONMENT, AND VISION REQUIREMENTS

The physical demands and work environment characteristics described here are representative of those that must be met or may be encountered by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Physical Demands: The work is sedentary. Typically, the employee may sit comfortably to do the work. However, there may be some walking; standing; bending; carrying of light items such as paper, books, or small parts; driving an automobile, etc. No special physical demands are required to perform the work.

Work Environment: The work environment involves everyday risks or discomforts that require normal safety precautions typical of such places as offices, meeting and training rooms, libraries, and residences or commercial vehicles, e.g., use of safe work practices with office equipment, avoidance of trips and falls, observance of fire regulations and traffic signals, etc. The work area is adequately lighted, heated, and ventilated. May travel to various sites requiring overnight stay.

Vision Requirements: No special vision requirements

Job Title: Creative Design Team Manager

Job Code: TM078

Adopted: 4/30/21

Effective: 6/28/20

Revised:

Supersedes

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