

# PORT FREEPORT, TEXAS



**Title: Public Affairs Manager**

**Class Code: cam**

**Pay Grade: 122**

This Class Description does not constitute an employment agreement between the Port and an employee and the statements herein are intended to describe the general nature and level of work being performed by individuals assigned to this position. They are not intended to be an exhaustive list of all responsibilities, duties, knowledge, skills and abilities required of personnel so classified in this position. The position description is subject to change by the Port as the needs of the Port and requirements of the position change.

## **General Description**

The purpose of this job/class within the organization is to maintain a working relationship with Elected Officials in Brazoria County and other local governments and communicate the Port's needs for support on projects and issues.

This job/class works independently, under limited supervision, reporting major activities through periodic meetings.

Follows all Port safety and security practices, procedures and policies

## **Duties and Responsibilities**

**The functions listed below are those that represent the majority of the time spent working in this job/class. Management may assign additional functions related to the type of work of the job/class as necessary.**

### **Essential Functions:**

- Develops for approval, public affairs strategies to support accomplishment of the Port's strategic goals and objectives. Upon approval of strategies formulates and executes plans to achieve desired outcomes.
- Develops, implements and administers community relations and local government advocacy programs to maintain effective relations within the Port District and further the organization's awareness of the impact of ordinances and other actions that affect its activities.
- At the direction of the Executive Director/CEO, responsible for local government advocacy, including familiarization, and administration and implementation of the organization's county and local government relations, regulation and political action activities.



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- Handles communication with the general public and keeps them informed and educated on Port Freeport projects and activities via Facebook, Twitter, Port Freeport website and newspapers.
- Keeps the public informed of progress in order to build goodwill and provide education.
- Oversees community events including Take A Child Fishing Tournament, Annual Port Freeport Golf Tournament and Community Advisory Panel Meetings.
- Develop media relations strategy, seeking high-level placements in print, broadcast and online media.
- Coordinate all public relations activities.
- Direct social media team to engage audiences across traditional and new media.
- Leverage existing media relationships and cultivate new contacts within business and industry media.
- Manage media inquiries and interview requests. Create content for press releases, byline articles and keynote presentations.
- Evaluate opportunities for partnerships, sponsorships and advertising on an on-going basis.
- Build relationships with various organizations in the area to grow industry awareness.
- Maintain a keen understanding of community affairs and trends that could impact the Port and make recommendations regarding communication strategy surrounding them

## **Additional Duties:**

Works closely with Business/Economic Development and other departments in preparing for meetings, tours, events, and presentations.



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Composes media releases, whitepapers and edits documents for proper grammar and verbiage.

Performs related work as assigned.

## **Responsibilities, Requirements and Impacts**

### **Data Responsibility:**

*Data Responsibility refers to information, knowledge, and conceptions obtained by observation, investigation, interpretation, visualization, and mental creation. Data are intangible and include numbers, words, symbols, ideas, concepts, and oral verbalizations.*

Plans and directs others in the sequence of major activities and report on operations and activities which are very broad in scope.

### **People Responsibility:**

*People include co-workers, workers in other areas or agencies and the general public.*

Provides information, guidance or assistance to people that directly facilitates task accomplishment; may give instructions or assignments to helpers or assistants.

### **Asset Responsibility:**

*Assets responsibility refers to the responsibility for achieving economies or preventing loss within the organization.*

Requires responsibility and opportunity for achieving moderate economies and/or preventing moderate losses through the management of assigned areas of responsibilities; handling supplies of high value consistent with the operation of a small division or department.

### **Mathematical Requirements:**

*Mathematics requires the use of symbols, numbers and formulas to solve mathematical problems.*



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Uses addition and subtraction, multiplication and division, and/or and calculate ratios, rates and percentages.

## **Communications Requirements:**

*Communications involves the ability to read, write, and speak.*

Reads journals, manuals, and professional publications; speaks informally to groups of co-workers, staff in other departments, the general public, people in other organizations and presents training; composes original reports, training and other written materials, using proper language, punctuation, grammar, and style.

## **Judgment Requirements:**

*Judgment requirements refer to the frequency and complexity of judgments and decisions given the stability of the work environments, the nature and type of guidance, and the breadth of impact of the judgments and decisions.*

Responsible for the actions of others, requiring almost constant decisions affecting co-workers, customers, clients or others in the general public; works in a moderately fluid environment with guidelines and rules, but frequent variations from the routine.

## **Complexity of Work:**

*Complexity addresses the analysis, initiative, ingenuity, concentration and creativity, required by the job and the presence of any unusual pressures present in the job.*

Performs work involving policy and guidelines, solving both people and work-related problems; requires continuous, close attention for accurate results and frequent exposure to unusual pressures.

## **Impact of Errors:**

*Impact of errors refers to consequences such as damage to equipment and property, loss of data, exposure of the organization to legal liability, and injury or death for individuals.*

Property Damage & loss of life – Minor

Data loss – Minor



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Exposure to legal liability – **Serious**

Brand loss - **Serious**

Economic loss - Minor

## **Physical Demands:**

*Physical Demands refers to the requirements for physical exertion and coordination of limb and body movement.*

Performs sedentary work that involves walking or standing some of the time and exerting up to 10 pounds of force on a regular and recurring basis or sustained keyboard operations.

## **Equipment Usage:**

*Equipment usage involves responsibility for materials, machines, tools, equipment, work aids, and products.*

Handles or uses computers or work aids involving moderate latitude for judgment regarding attainment of a standard or in selecting appropriate items.

## **Unavoidable Hazards:**

*Unavoidable hazards refer to the job conditions that may lead to injury or health hazards even though precautions have been taken.*

None.

## **Safety of Others:**

*Safety of others refers to the level of responsibility for the safety of others, either inherent in the job or to ensure the safety of the general public. **(Does not include safety of subordinates).***

Position involves management level responsibility for application and interpretation of the policies regarding the provision of continuous enforcement of the laws and standards of public health and safety.



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## **Minimum Education and Experience Requirements:**

The preferred way to obtain the minimum knowledge, skills and abilities to perform the essential duties and responsibilities of this position are listed below. The Port reserves the right to allow substitutions in the event that a candidate or incumbent exceeds requirements in one area but may be deficient in another.

Requires a Bachelor's Degree in business, public relations, communications or closely related field.

Requires five years' experience in communications, public relations or closely related fields.

## **Special Certifications and Licenses:**

Valid TX State driver's license

Valid TWIC certification

## **Americans with Disabilities Act Compliance**

Port Freeport is an Equal Opportunity Employer. The ADA requires the Port to provide reasonable accommodations to qualified persons with disabilities. Prospective and current employees are encouraged to discuss ADA accommodations with management.

## **Emergency Management Responsibilities**

During emergency conditions, all Port employees are subject to being called to work in the event of a disaster, such as a hurricane, or other emergency situation and are expected to perform emergency service duties, as assigned.

## **Organization-wide Employee Responsibilities**

All employees must establish and maintain effective working relationships with the general public, co-workers, elected and appointed officials and members of diverse cultural and linguistic backgrounds, regardless of race, color, religion, gender, national origin, age, marital status, political affiliation, familial status, disability, sexual orientation, pregnancy, or gender identity and expression.

