

San Diego Unified Port District

Class Code: B943-UE19

**CLASS SPECIFICATION**  
**Chief Communications Advisor**

FLSA Status: Exempt  
EEOC Job Category: Professionals  
Classified: No  
Union Representation: Unrepresented

**GENERAL PURPOSE**

Under direction from the Director, Marketing & Communications, and in consultation with the Vice President, Marketing & Communications and the President/CEO, the Chief Communications Advisor leads, manages, and conducts development and implementation of overall public, media, and community relations strategies and plans to meet San Diego Unified Port District (District) public relations goals and objectives; plans, organizes and executes assigned communications, public relations, community outreach and/or media events; writes and oversees production of a wide variety of public relations materials and content, including the website and social media, oversees Communications team, and performs related duties as assigned. The Chief Communications Advisor is an internal consultant, primary counselor and senior advisor on key messages, positioning, and communications strategies to District leadership.

**DISTINGUISHING CHARACTERISTICS**

Chief Communications Advisor is responsible for planning and executing assigned communications, public relations, media relations and community outreach strategies and programs. Incumbents lead, advise, and conduct the development and implementation of communications, public and media relations strategies and plans to meet designated public relations goals and objectives. Incumbents plan, organize and execute assigned public relations, media relations, community outreach, special and/or media events and represent the District in a wide variety of public interactions. Incumbents are expected to gain detailed knowledge about the District functions, operations, history, staff, officials and other key information, to become increasingly knowledgeable of District-specific public relations procedures and practices and to carry out assignments in all areas of responsibility with significant autonomy and accountability. Incumbents should possess skills, abilities and experience in crisis communications and reputation management. Additionally, incumbents are expected to gain detailed knowledge of local media market and political environment.

Chief Communications Advisor is distinguished from Public Information Officer in that incumbents in the former class are regarded by reputation and experience as highly skilled at providing expert counsel and insightful strategic advice including coordinating integrated communication campaigns.

**ESSENTIAL DUTIES AND RESPONSIBILITIES**

The following statements are intended to describe the general nature and level of work performed by people assigned to this classification. They are not intended to be an exhaustive list of all responsibilities, duties and skills required of personnel so classified.

1. At an expert and strategic level, plans, conducts, organizes, manages, integrates, executes, personally develops or oversees development and implementation of assigned communications, media events and special events; presents concepts, ideas and plans to stakeholders; selects, oversees and negotiates agreements with vendors that provide event services, equipment and supplies; directs and oversees event logistics, develops contingency plans and makes adjustments as necessary; makes determinations regarding publicizing and advertising events. Assists in developing and managing the implementation of community, public and media relations goals, objectives, plans, strategies, policies and standards; provides professional advice and assistance to senior management on communications, community relations and related matters; develops and recommends communications and community relations strategies and key messages in marketing and public relations efforts.
2. Plans, supervises, and evaluates the work of assigned staff. With staff, develops, implements and monitors work plans to achieve departmental mission, goals and performance measures; supervises and participates in developing plans, policies, systems and procedures applicable to department responsibilities; participates in development of the department's budget.
3. Plans, organizes, directs and evaluates the performance of assigned staff; establishes performance requirements and personal development targets; regularly monitors performance and provides coaching and mentoring for performance improvement and development; recommends disciplinary action to address performance deficiencies, in accordance with federal, state and local laws and regulations, District Personnel Rules and Regulations, policies and labor contract provisions.
4. Represents the District and the department in a wide variety of high-visibility civic, community, tourism, cruise line and professional organizations and associations; communicates District activities and position on issues and activities; identifies and commits to appropriate action/follow-up on behalf of the District; works with District management to address issues and requests; makes public presentations, including speeches and audiovisual presentations, as requested by civic or community organizations and others, or ensures that District is represented at events.
5. Provides expert professional guidance and support to senior management, District departments and tenants on media issues and strategies; analyzes situations and provides strategic media counsel regarding various activities and projects of the District and its tenants.
6. Provides leadership and works with staff to create a high performance, service-oriented work environment that supports the District's mission, objectives and service expectations; provides leadership and participates in programs and activities that promote workplace diversity and a positive employee relations environment.
7. Serves as official media spokesperson for the District and responds to public and media inquiries on a variety of issues in a timely manner; responds to or arranges for responses to media inquiries, ranging from the routine to sensitive and complex; researches issues and

defines or proposes responses to promote a positive image of the District; gives media interviews; keeps senior leadership up-to-date on development of media inquiries.

8. Develops, proposes and takes proactive steps to inform the media and key contacts about the District; builds positive relationships with the media and other key contacts; identifies issues, projects and plans that can be used to build positive images with key public groups; develops concepts and story ideas; supervises or writes, edits, produces and distributes approved news releases, articles, speeches, and fact sheets; determines appropriate distribution and follows-up with sources as necessary; pitches story ideas and events to media; serves as District contact for news releases and media advisories to provide additional information and expertise; oversees activities of public relations firms and reviews news releases, media kit information and articles for accuracy; writes promotional and marketing copy.
9. Supervises and participates in the activities and operations of the Internet and Intranet web section along with all social media activity; works with managers from District departments to assess and identify project needs and plans and to verify project scope and expectations; oversees implementation of approved Internet and Intranet projects; reviews and approves site enhancements; edits content, as appropriate.
10. Assists with the development, production and distribution of public relations and communications materials, including brochures, internal and external publications and promotional videos; creates concepts to meet District goals and objectives; writes or obtains content from a variety of sources and edits and revises; monitors and finds opportunities to increase distribution or visibility.
11. Provides professional communications, community services and outreach assistance, guidance and support to District officials and departments; analyzes internal and/or public relations implications and provides strategic public relations advice on a variety of issues and projects; acts as speechwriter for Commissioners, including speaking points, speeches, proclamations and resolutions for public presentation; attends social, trade and civic functions to promote the District's services.
12. Establish and maintain effective highly working relationships with District executives and managers, board members, as well as staff of elected and appointed officials, professional and community organizations and committees, the media, the public and others encountered in the course of work.
13. Plans, organizes and participates in the activities of the Speaker's Bureau; schedules presentations and arranges for speakers; drafts presentations for speakers; creates and delivers public presentations on behalf of the District to a wide range of community, civic, trade and other organizations.
14. Support District events with expertise and hands-on expertise as needed.

#### **OTHER DUTIES**

1. Plans, manages and directs the development and maintenance of the District's website, including content, navigation, layout, and design.

2. Assists in developing and administering the department budget; participates in budget review sessions and incorporates revisions; evaluates the need for changes in budgetary allocations during the fiscal year.
3. Represents the District or the department in a wide variety of internal committees, as well as high-visibility civic, community and professional organizations.

## **QUALIFICATIONS**

### **Knowledge of:**

1. Principles, practices, concepts and techniques used in developing and executing communications, media relations, public relations and community outreach plans, programs and strategies.
2. Advanced methods and techniques of issue, reputation, and image management.
3. Advanced public speaking principles, practices, methods and techniques.
4. Principles and practices of strategic and long-term business planning.
5. Advanced methods and techniques for creating effective communications, media and public relations materials.
6. Effective business communications and correct English usage.
7. Industry trends and media practices as they apply to developing and carrying out public relations and communications programs.
8. District functions and operations and associated public relations, community relations, media relations and communications issues.
9. Cruise ship and tourism industry trends, operations, sales and marketing.
10. Principles and practices of public administration, including budgeting, purchasing and maintenance of public records.
11. Research methods and analysis techniques.
12. Associated Press Stylebook.
13. Principles and practices of contract negotiation.
14. Practices, methods and techniques in large-scale event planning.
15. Basic web technologies, terminology and applications relevant to assigned responsibilities.
16. Principles and practices of effective management and supervision.
17. District Personnel Rules and Regulations, policies and labor contract provisions.

### **Ability to:**

1. Plan, organize, direct and integrate the activities of a comprehensive communications program to meet District goals and objectives.

2. Supervise programs and services directed to building and maintaining the District's reputation in the community and with key stakeholders.
3. Analyze and make sound recommendations on complex communications, public relations, media relations, community outreach and public affairs issues and strategies.
4. Plan and direct a broad range of programs and services directed to promoting the District's identity and reputation in the community, with business and industry groups and other key stakeholders.
5. Develop concepts and design specific methods and techniques to improve internal and external communications.
6. Develop concepts and design specific methods and techniques to effectively advertise.
7. Generate interest and convey messages through the development of graphic treatments and persuasive writing.
8. Present information, proposals and recommendations clearly, logically and persuasively in public meetings.
9. Represent the District effectively in public settings and with media representatives on a variety of highly sensitive and complex issues.
10. Prepare clear, concise and comprehensive correspondence, reports, studies and other written materials.
11. Exercise sound, expert independent judgment and political acumen within general policy guidelines.
12. Exercise tact, diplomacy and discretion in dealing with highly sensitive and complex issues.

## **MINIMUM REQUIREMENTS**

### **Education, Training and Experience:**

Graduation from a four-year college or university with a major in public relations, communications, marketing, business administration, or a closely related field; and at least four years of progressively responsible communications, marketing, sales, public affairs, public information or closely related experience **or** graduation from high school or G.E.D. equivalent and six years of progressively responsible communications, public affairs, public information or closely related experience. Time served as a District Intern counts towards the years of experience.

### **Licenses; Certificates; Special Requirements:**

A current, valid California Class C driver license may be required at time of appointment and, if required, be maintained at all times thereafter in order to operate a vehicle on District business.

California Department of Motor Vehicle (DMV) Pull Notice System: An incumbent in this position will be enrolled in the California DMV Pull Notice Program. The pull notice program provides information on the incumbent's driving record and Driver License status on a

periodic basis to the San Diego Unified Port District. An employee assigned a District vehicle must acknowledge receipt and understanding of District Administrative Procedures covering the use of District vehicles.

This position may be subject to a pre-employment background check. The District will conduct a California Department of Justice/FBI fingerprint and criminal history check; felony convictions may be disqualifying. Misdemeanor convictions may be disqualifying depending on type, number, severity, and how recently they occurred. Criminal arrests and convictions during employment may result in termination or limitation in job duties if reasonable can be made.

#### **UNCLASSIFIED SERVICE**

This position meets one or more of the criteria for the unclassified service as outlined in San Diego Unified Port District Act Section 72.5(b), and as such is exempted from the classified service.

#### **PHYSICAL AND MENTAL DEMANDS**

Persons with disabilities may be able to perform the essential duties of this class with reasonable accommodation. Reasonable accommodation will be evaluated on an individual basis and depends, in part, on the specific requirements for the job, the limitations related to disability and the ability of the hiring department to accommodate the limitation.

Resolution #: 2019 – x

Dated: September 16, 2019

San Diego Unified Port District

Class Code: E505-CNR~~17~~19

## CLASS SPECIFICATION Harbor Police Corporal

FLSA Status: Non-Exempt  
 EEOC Job Category: Service Worker  
 Classified: Yes  
 Union Representation: Represented

### GENERAL PURPOSE

Under direction, performs the regular police work of a Harbor Police Officer and, when assigned, undertakes individual training functions and the more difficult and sensitive law enforcement activities within the jurisdiction of the San Diego Unified Port District; acts in a leadership capacity to Harbor Police Officers including direct supervisory duties; and performs other duties as required or directed.

### DISTINGUISHING CHARACTERISTICS

This is the first-level supervisory class in the sworn Harbor Police series. Incumbents of this class, with guidance and direction from a Sergeant of Harbor Police or other commanding officer, apply a thorough and comprehensive knowledge of technical law enforcement, patrol, boat operation, marine firefighting, and crime prevention and are the primary trainers for Harbor Police Officers.

### ESSENTIAL DUTIES AND RESPONSIBILITIES

The following statements are intended to describe the general nature and level of work performed by people assigned to the Corporal classification. They are not intended to be an exhaustive list of all responsibilities, duties and skills required of personnel so classified.

1. Performs any of the regular law enforcement duties of a Harbor Police Officer with expertise and independence within the jurisdiction of the San Diego Unified Port District.
2. Performs in a direct supervisory capacity to Harbor Police Officers with a lowered level of responsibility than that of a Harbor Police Sergeant, as outlined in the Harbor Police Sergeant class specifications.
3. May be temporarily assigned Acting Harbor Police Sergeant responsibilities as necessary in the absence of a Harbor Police Sergeant or command officer.
4. Patrols San Diego Bay enforcing applicable federal and state waterway laws and local ordinances; assists recreational boaters and makes rescues; provides fire suppression services on San Diego Bay and assists local fire departments in fire suppression aboard boats and land facilities accessible by water.
5. Enforces applicable laws at San Diego International Airport by foot and vehicle patrols; monitors and responds to alarm systems at airport security check stations; conducts security checks at airport facilities; enforces parking regulations at the airport and all other tideland areas.
6. Provides traffic control as necessary on tideland jurisdictions.

7. Makes arrests; issues citations; and testifies in court.
8. Administers first-aid; notes and reports on unsafe or hazardous conditions; prepares reports, records and logs.
9. Frequently performs assignments of individual leadership; serves as a resource to other officers by providing guidance about techniques used to identify and solve special problems; prepares and presents training for other officers and advises and coordinates with Harbor Police Sergeants and command staff about individual progress and performance; advises and coordinates with Harbor Police Sergeants and command staff about officer training needs and program design.
10. Assists and coordinates with Harbor Police Sergeants and command staff in organizing response to serious and complex field problems such as disturbances, crowd control or potential riot situations.
11. Acts as department representative for special assignments, public events and special field assignments.
12. Assists and coordinates with Harbor Police Sergeants and command staff with such administrative tasks as deployment of personnel, assignments and shift schedules, data collection and reports.
13. Provides information and assistance to the public.
14. Identifies performance deficiencies in Harbor Police Officers assigned as trainees, and implements methods to strengthen those deficiencies.
15. Prepares daily performance evaluations when assigned a Harbor Police Trainee.

## **QUALIFICATIONS**

### **Knowledge of:**

1. Federal and state laws, statutes, ordinances and their interpretations.
2. District policies, practices and procedures.
3. Organization and function of the Harbor Police and the District.
4. Transportation Safety Administration (TSA), Aviation Transportation Security Act (ATSA), Maritime Transportation Security Act (MTSA), National Incident Management System (NIMS) and Incident Command System (ICS) rules and procedures regarding airport and Port security requirements.
5. California Boating Law and Inland Rules of the Road.
6. Methods of self-defense and physical restraint and the use of defense and restraint equipment.
7. Principles, practices and methods of community-oriented policing and problem solving.



8. The proficient use and the safe handling of firearms.
9. Radio procedures and techniques.
10. Training Principles and techniques.
11. Safety practices.
12. Human behavior theories, practices and techniques.
13. First-aid principles, methods and techniques.
14. Cardiopulmonary resuscitation principles, methods and techniques.
15. Federal Communications Commission (FCC) marine radio operator's rules and practices.
16. Marine Firefighting suppression techniques.
17. Court and trial procedures and etiquette.
18. Weather conditions that may affect District operations.

**Ability to:**

1. Effectively perform all the duties of a Harbor Police Officer.
2. Lead and direct others.
3. Schedule and assign to specific shift and location according to required parameters.
4. Write clearly and concisely with technical accuracy in English.
5. Read and enforce laws, ordinances and statutes.
6. Communicate effectively in English with a variety of people.
7. Compute mathematical data with and without a calculator.
8. Exercise tact, self-restraint, judgment and strategy in dealing with a variety of people.
9. Safely and effectively operate emergency vehicles while complying with state law and department policy.
10. Effectively operate and crew District boats and all attached equipment.
11. Safely perform all assignments under all conditions.
12. Review reports for thoroughness and accuracy.

## MINIMUM REQUIREMENTS

### Education, Training and Experience:

Graduation from high school or G.E.D. equivalent; and three years of experience as a Harbor Police Officer, (or) five years of full time police officer experience with two years experience as a Harbor Police Officer, including successful completion of work assignments in vehicle patrol, vessel patrol and boat handling and airport law enforcement.

### Licenses; Certificates; Special Requirements:

1. A current, valid California Class C driver's license at time of appointment and maintained at all times thereafter in order to operate a vehicle on District business.
2. A California ~~Police~~Peace Officer Standards and Training Basic certificate.
3. Completion of Port-approved fire suppression training.
4. A current first aid certificate.
5. A current Cardio Pulmonary Resuscitation (CPR) certificate.
6. A valid Harbor Police Boat Operator certificate at the time of appointment.

~~6-7.~~ A current California Peace Officer Standards and Training Field Training Officer certificate at the time of appointment and maintained at all times thereafter.

## PHYSICAL AND MENTAL DEMANDS

Ability to maintain physical conditioning necessary for this position which includes: The physical requirements of a police officer as described in the job description for a Harbor Police Officer. Performs work beyond regularly scheduled work hours. Performs work outdoors under variable weather conditions. Performs work indoors in a controlled environment. Operates motor vehicles (including vessels) for extended periods of time. Works in and around vehicular traffic, performs physical tasks such as climbing ladders and can be exposed to dangerous situations where one might be exposed to environmental or human caused hazards.

Persons with disabilities may be able to perform the essential duties of this class with reasonable accommodation. Reasonable accommodation will be evaluated on an individual basis and depends, in part, on the specific requirements for the job, the limitations related to disability and the ability of the hiring department to accommodate the limitation.

Resolution #: ~~2017-130~~2019-x

Dated: ~~September 12, 2017~~September 10, 2019

San Diego Unified Port District

Class Code: B926-UN~~E~~1719

### CLASS SPECIFICATION Human Resources Recruiter

FLSA Status: ~~Non~~-Exempt  
 EEOC Job Category: Professionals  
 Classified: No  
 Union Representation: Unrepresented

#### GENERAL PURPOSE

Under supervision, performs a variety of duties and administrative support to the recruitment and selection program; organize and coordinate the recruitment and selection activities in support of the San Diego Unified Port District (District)'s human resource management; and performs related duties as assigned.

#### DISTINGUISHING CHARACTERISTICS

Human Resources Recruiter is distinguished from Human Resources Analyst in that incumbents in the latter class perform more complex, journey level work requiring broader professional knowledge gained through continuing professional development and experience.

#### ESSENTIAL DUTIES AND RESPONSIBILITIES

The following statements are intended to describe the general nature and level of work performed by people assigned to this classification. They are not intended to be an exhaustive list of all responsibilities, duties and skills required of personnel so classified.

1. Plans and conducts employee recruitment and selection activities for assigned job classes; confers with hiring authorities on job demands and appropriate requirements;
2. Responsible for developing and coordinating recruitment timeliness and job announcements and conferring with hiring managers throughout the process; schedule employment interviews, prepare screening and interview documents and correspondence to interviewees; prepare and distribute interview packets to include interview schedules, interview questions and rating forms, and instructions.
3. Develops and conducts outreach recruitment programs to obtain qualified candidates; advertisements, supplemental applications and other recruitment materials; responsible for developing and placing job advertisements, such as newspapers, publications, journals, Internet, etc.; responsible for distribution of announcements; participate in job fairs, conferences and events to promote employment and provide information.
4. Resume/application reviews, evaluates training and experience of applicants; briefs and sits on interview panels; schedules physical exams and drug/alcohol screening; conducts background and reference checks; analyzes test results; ensures that all phases of recruitment and selection comply with applicable federal, state and local laws, regulations and guidelines; makes job offers to successful candidates; responds to applicant and candidate questions and concerns; prepares documentation and maintains files.
5. Facilitates new hire orientation programs on a rotational basis.

## OTHER DUTIES

1. Incumbents in this classification may utilize NeoGov recruiting system by creating requisitions, screening resumes (auto scoring), setting up oral and performance exams, creating and referring eligibility lists, sending out applicant notices, granting access to hiring managers, and perform various tasks as detailed in the NeoGov recruitment life cycle.
2. May explain, interpret, and counsel employees regarding employee benefit plan coverage and eligibility for benefits; plan, organize and conduct monthly new hire benefits orientation and enrollment processes.
3. Maintains confidential files and records.
4. Works with medical facilities to set up required physicals for employees.

## QUALIFICATIONS

### Knowledge of:

1. Practices and techniques of public personnel administration, including recruitment, testing and selection, equal employment opportunity, and employee relations.
2. Federal, state and local laws and regulations applicable to the administration of human resource programs and employee relations practices.
3. Principles and practices of sound business communications.
4. Trends in human resource program development.
5. District Personnel Rules and Regulations, policies and labor contract provisions.
6. Business mathematics.

### Ability to:

1. Understand and apply District Personnel Rules and Regulations, policies and procedures and applicable local, state and federal legislation in a variety of circumstances and cases objectively and dispassionately.
2. Represent the department and the District effectively in meetings with managers, supervisors, employees, union representatives and others on a variety of issues.
3. Effectively present information in person or on the telephone to students, staff or the public.
4. Prepare clear, concise and accurate reports, correspondence, analytical studies and other written materials
5. Exercise tact and diplomacy in dealing with sensitive, complex and confidential personnel issues and employee situations.
6. Establish and maintain effective working relationships with managers, supervisors, union representatives, representatives of other governmental agencies, applicants, complainants and others encountered in the course of the work.
7. Apply common sense understanding to carry out instructions furnished in written, oral, or diagram form. Ability to deal effectively with problems involving variables in standardized situations. Ability to learn quickly and apply specific rules, policies and

procedures of the program and function to which assigned. Demonstrate knowledge of recruitment and selection processes.

8. Multi-task in a fast-paced environment.
9. Create, design, develop, format, type, proofread and distribute forms, documents and other written materials.
10. Meet schedules and timelines.
11. Plan and organize work.
12. Work confidentially with discretion.
13. Demonstrate a sensitivity to relate to persons with diverse socio-economic, cultural, and ethnic backgrounds, including the disabled, confidentiality, and a strong sense of self confidence.

## **MINIMUM REQUIREMENTS**

### **Education, Training and Experience:**

Graduation from a four-year college or university with major coursework in public or business administration, human resource management, psychology or a related field and two years of increasingly responsible human resource management experience **or** graduation from high school or G.E.D. equivalent; and four years of increasingly responsible human resource management experience. Experience in a governmental setting is preferred. Time served as a District Intern counts towards the years of experience.

### **Licenses; Certificates; Special Requirements:**

A current, valid California Class C driver license may be required at time of appointment and, if required, be maintained at all times thereafter in order to operate a vehicle on District business.

Human Resources certification highly desirable.

California Department of Motor Vehicle (DMV) Pull Notice System: An incumbent in this position will be enrolled in the California DMV Pull Notice Program. The pull notice program provides information on the incumbent's driving record and Driver License status on a periodic basis to the San Diego Unified Port District. An employee assigned a District vehicle must acknowledge receipt and understanding of District Administrative Procedures covering the use of District vehicles.

This position may be subject to a pre-employment background check. The District will conduct a California Department of Justice/FBI fingerprint and criminal history check; felony convictions may be disqualifying. Misdemeanor convictions may be disqualifying depending on type, number, severity, and how recently they occurred. Criminal arrests and convictions during employment may result in termination or limitation in job duties if reasonable can be made.

### **UNCLASSIFIED SERVICE**

This position meets one or more of the criteria for the unclassified service as outlined in San Diego Unified Port District Act Section 72.5(b), and as such is exempted from the classified service.

### **PHYSICAL AND MENTAL DEMANDS**

Persons with disabilities may be able to perform the essential duties of this class with reasonable accommodation. Reasonable accommodation will be evaluated on an individual basis and depends, in part, on the specific requirements for the job, the limitations related to disability and the ability of the hiring department to accommodate the limitation.

Resolution #: ~~2017 — 130~~ 2019 — x

Dated: ~~September 12, 2017~~ September 10, 2019

San Diego Unified Port District

Class Code: A2071-UE19

**CLASS SPECIFICATION****Vice President, Planning, Environmental Protection, Conservation and Government Relations**

FLSA Status:	Exempt
EEOC Job Category:	Officials and Administrators
Classified:	No
Union Representation:	Unrepresented

**GENERAL PURPOSE**

Under policy direction from the Executive Director (President/CEO), plans, organizes, and directs the functions, programs and activities of assigned division and Planning and Green Port, Environmental Protection, Environmental Conservation and Government Relations departments. Directs and manages the development of short- and long-term goals and objectives for these divisions and departments consistent with the District's strategic and business plans and ensures their effective execution. Ensures all assigned operations and functions serve the needs of internal and external customers, while complying with applicable laws and regulations. Provides leadership and expert advice to the Board of Port Commissioners, President/CEO, Executive Leadership Group, and all levels of management on District-wide matters related to environment and development services and other areas of functional responsibility. Performs related duties as assigned.

**DISTINGUISHING CHARACTERISTICS**

The Vice President, Planning, Environmental Protection, Conservation and Government Relations is responsible for managing and leading a well-planned, organized and integrated environmental air, land, water, and energy waterfront practice through the strategic development and the implementation of sustainable solutions and initiatives, policy formation, and agency coordination. Incumbent will lead the development and improvement of the culture of social and environmental stewardship to protect and enhance all aspects of environmental health of the tidelands and its marine ecosystems. This position is held accountable for ensuring that functions are in compliance with District policies, procedures, goals and objectives, relevant laws and regulations and professional standards and practices.

With the President/CEO and other executives, the incumbent provides strategic leadership and participates in development of short- and long-term organizational and administrative strategies and plans to meet operational and service delivery objectives while making optimal utilization of the District's resources. The incumbent also provides strategic leadership in the development and implementation of policies and procedures, systems and processes for the delivery of centralized corporate and administrative services. Responsibilities are broad in scope and involve highly sensitive and publicly visible functions and programs that require a high degree of policy, program and management discretion.

**ESSENTIAL DUTIES AND RESPONSIBILITIES**

The following statements are intended to describe the general nature and level of work performed by people assigned to this classification. They are not intended to be an exhaustive list of all responsibilities, duties and skills required of personnel so classified.

1. Plans and implements the District's planning, environmental and government relations strategies. Analyzes opportunities in assigned areas of responsibility. Assigns staff to manage major projects. Recommends proposals to the Board of District Commissioners.
2. Motivates employees and oversees a strategic talent process of attracting and selecting strong and diverse team members. Lead, plans, organizes, controls, integrates and evaluates the work of the division. Exercises executive responsibility for achieving division business, operational and program results. With subordinate directors and staff, develops, integrates, implements and monitors work programs, policies and processes to achieve division and District mission, strategic and business plans, goals and performance measures. Directs development of and monitors performance against the division's and District's budget.
3. With other members of the executive team, exercises leadership and participates in the development of District's strategic plan and development of key strategic initiatives, business plans and operational/resource priorities to achieve long-term and short-term goals and priorities, in alignment with the District's core values and guiding principles.
4. Plans, organizes, directs and evaluates the performance of assigned staff. Establishes performance requirements and personal development targets. Regularly monitors performance and provides coaching for performance improvement and development.
5. Represents the District in meetings with other governmental agencies, business and community groups and professional organizations regarding planning, environmental and government relations matters. Coordinates projects and activities with other District divisions/departments and with the District's General Counsel.
6. Provides professional expertise, analysis, advice and consultation in matters of importance to the District. Makes presentations to the Board of Port Commissioners concerning planning, environmental and government relations projects and topics.

#### **OTHER DUTIES**

1. May act for the President/CEO in that individual's absence.
2. Participates in regional, state and national industry and professional meetings and conferences to stay abreast of trends and technology related to District operations, particularly in areas of assigned accountability.
3. Keeps current on new markets and growth opportunities and remain on top of emerging industry trends.

#### **QUALIFICATIONS**



**Knowledge of:**

1. Theory, principles, practices and techniques of planning, environmental management, government relations, public administration, and financial analysis.
2. Principles and practices of strategic and long-term business planning.
3. Federal, state and local laws, regulations and court decisions applicable to planning, environmental management, government relations.
4. District functions and associated management, human resources, labor relations, organizational development and public policy issues.
5. Principles and practices of public administration, including budgeting, purchasing and maintenance of public records.
6. Organization and functions of a public board and law and regulations governing the conduct of public meetings.
7. Research methods and analysis techniques.
8. Principles and practices of sound business communication.
9. Principles and practices of effective management and supervision.
10. Social, political, and environmental issues influencing the District's planning, environmental management, government relations operations.

**Ability to:**

1. Provide excellent leadership and communication skills combined with extensive knowledge of the industry. Ensure timely decisions are made and executed accordingly.
2. Plan, organize, direct and integrate diverse initiatives, projects and objectives of the District's planning, environmental, government relations functions.
3. Define complex public policy, management, operational, organizational and administrative issues, perform difficult and complex analyses and research, evaluate alternatives and develop sound conclusions and recommendations.  
Interact effectively with other leaders in different roles within the organization.
4. Understand and apply local, state and federal policy, law, regulations and court decisions applicable to areas of responsibility.
5. Understand and apply court decisions and proposed legislation and programs in terms of their implications and impacts on District programs, operations and policies.
6. Present proposals and recommendations clearly, logically and persuasively in public meetings on a variety of issues.
7. Represent the District effectively in negotiations with other organizations and tenants.

8. Develop and implement appropriate division procedures and controls.
9. Prepare clear, concise and comprehensive correspondence, reports, studies and other written materials.
10. Exercise sound, expert independent judgment within policy guidelines.
11. Exercise tact and diplomacy in dealing with politically sensitive, complex and confidential issues and situations.
12. Establish and maintain effective working relationships with commissioners, all levels of District management, other elected and appointed government officials, consultants, tenants, media representatives, the public and others encountered in the course of work.

## **MINIMUM REQUIREMENTS**

### **Education, Training and Experience:**

Graduation from a four-year college or university with a major in environmental science, land use planning, public policy, public administration or a closely related field; and at least twelve years of increasingly responsible experience in land use planning, environmental programs and projects, or government relations. Time served as a District Intern counts towards the years of experience.

### **Licenses; Certificates; Special Requirements:**

A current, valid California Class C driver license at time of appointment and maintained at all times thereafter in order to operate a vehicle on District business.

California Department of Motor Vehicle (DMV) pull notice system: An incumbent in this position will be enrolled in the California DMV Pull Notice Program. The pull notice program provides information on the incumbent's driving record and driver license status on a periodic basis to the District. An employee assigned a District vehicle must acknowledge receipt and understanding of District Administrative Procedures covering the use of District vehicles.

This position may be subject to a pre-employment background check. The District will conduct a California Department of Justice/FBI fingerprint and criminal history check; felony convictions may be disqualifying. Misdemeanor convictions may be disqualifying depending on type, number, severity, and how recently they occurred. Criminal arrests and convictions during employment may result in termination or limitations in job duties if no reasonable accommodations can be made.

If assigned to perform work at any of the District's maritime facilities the incumbent must be able to pass a background check in accordance with current Federal and State requirements.

## UNCLASSIFIED SERVICE

This position meets one or more of the criteria for the unclassified service as outlined in San Diego Unified Port District Act Section 72.5(b), and as such is exempted from the classified service.

## PHYSICAL AND MENTAL DEMANDS

Persons with disabilities may be able to perform the essential duties of this class with reasonable accommodation. Reasonable accommodation will be evaluated on an individual basis and depends, in part, on the specific requirements for the job, the limitations related to disability and the ability of the hiring department to accommodate the limitation.

Resolution #: 2019 – ~~086~~x

Dated: ~~June 18, 2019~~September 16, 2019