CITY OF SANTA CRUZ
WATER CONSERVATION MANAGER

Reports to: Deputy Water Director/Engineering Manager
Supervises: Water Conservation Representatives, Senior Water Conservation Representatives, temporary staff, volunteers and/or interns.
Bargaining Unit: Management

BASIC FUNCTION

Under general direction, develops, plans, organizes and manages the City's water conservation programs and activities; manages the Water Conservation Section; develops and implements programs and materials to promote the efficient use of the City's water supply by its residential, commercial, industrial and irrigation customers; represents the City on water conservation issues to the public, the media and other agencies; and, performs other related duties as assigned.

DISTINGUISHING CHARACTERISTICS

The **Water Conservation Manager** is a section manager level classification responsible for managing the Water Conservation Section, assisting with the long-range water supply planning, preparing water management plans for the City, and managing water supplies and demand when drought conditions occur. The Water Conservation Manager is distinguished from the next lower level classification, Senior Water Conservation Representative, in that the latter is responsible for assisting in the development and implementation of water conservation programs while the Water Conservation Manager is responsible for the overall coordination and management of the water conservation programs.

TYPICAL DUTIES *(may include, but are not limited to, the following):*

- Develops, plans, manages and coordinates water conservation programs and projects; participates with other Water Department managers in strategic planning, water supply planning, and integrated water planning; assists with special projects in other sections and acts as a resource to other department staff in the area of water conservation.
- Manages the operations, services and activities of the Water Conservation Section; supervises, trains and evaluates staff; manages the work of consultants performing future water supply planning.
- Interprets, explains and applies local, state and federal regulations related to water conservation.
- Conducts and supervises the collection, analysis and interpretation of information related to water supply and demand.
- Develops and implements plans, such as the City's Water Conservation Plan, Water Shortage Contingency Plan and Urban Water Management Plan, in accordance with State law.
- Develops and implements water conservation programs in accordance with established guidelines; evaluates the outcome and effectiveness of program efforts.

- Oversees and participates in the development of project and program budgets and the Water Conservation Section budget; forecasts necessary funds for staffing, materials and supplies; negotiates and oversees contracts; writes and administers grants.
- Prepares complex technical and administrative reports; prepares written correspondence.
- Makes presentations to department staff, committees and commissions, City Council and community groups.
- Acts as staff to technical committees or commissions.

WORKING CONDITIONS

Position requires prolonged sitting; standing and walking on level and uneven surfaces; reaching, twisting, turning, kneeling, bending, squatting and stooping; and working indoors and outdoors. This position also requires grasping, repetitive hand movement and fine coordination in using a computer keyboard. Additionally, the position requires near and far vision in reading written materials and a computer monitor. Acute hearing is required when providing phone and personal service. The need to lift, drag and push files, paper and documents weighing up to 25 pounds also is required. Some of these requirements may be accommodated for otherwise qualified individuals requiring and requesting such accommodations.

MINIMUM QUALIFICATIONS: (Knowledge and Abilities)

Thorough knowledge of:

- water conservation issues, programs and strategies.
- federal and state legislation and regulations related to water conservation and environmental resource protection, such as the California Environmental Quality Act.
- methods used in analyzing and forecasting residential and commercial water use.
- mathematics and statistical principles, applicable to the preparation of water management studies and reports.
- methods and techniques of record keeping and report preparation and writing.

Working knowledge of:

- principles, practices, and techniques of water resources management and water utility operations, including the technical issues related to water resources planning.
- principles and practices of project and program development, administration and evaluation.
- office practices, methods and equipment, including a computer and applicable software.

Some knowledge of:

- physical and natural sciences, including biology, geology and hydrology.
- principles and practices of supervision and training.
- principles and practices of workplace safety.

Ability to:

- coordinate and direct water conservation programs.
- plan, organize and direct the work of assigned staff and consultants.
- interpret, explain and apply applicable policies, procedures, laws, codes and regulations pertaining to water conservation.

- research and analyze technical, legal and environmental issues and take or recommend appropriate actions.
- analyze administrative, operational and organizational issues, evaluate alternatives and make sound decisions.
- recommend adjustments to standard operating procedures to improve effectiveness of operation and comply with regulatory changes.
- act as a technical advisor to the Director and departmental managers and staff.
- develop and implement polices, procedures and goals for assigned areas of responsibility.
- communicate clearly, both orally and in writing; prepare clear and concise reports, and make clear and concise presentations.
- develop and administer section and project budgets.
- negotiate and administer contracts.
- prepare and administer grants.
- establish and maintain effective working relationships.

Education and/or Experience

Any combination of education and experience that has provided the knowledge, skills and abilities necessary for the Water Conservation Manager may be qualifying. A typical way of obtaining the required qualifications would be:

- A bachelor's degree in environmental studies, physical science, education, public relations or a related field and three years of progressively responsible experience related to water conservation, utility operations or resource management.

Licenses/Certificates

- Possession and continued maintenance of a valid California driver's license and a safe driving record.

Other requirements

- Willingness to attend evening and weekend meetings, as required.

DESIRABLE QUALIFICATIONS

- Possession of a Water Conservation Practitioner Certificate issued by the California-Nevada (CA-NV) section of the American Water Works Association.
- Supervisory experience.

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