

# Public Affairs Manager

**Employer:** Rapidan Service Authority (RSA)

**Location:** Madison, VA

**Service Area:** Orange and Madison Counties, Virginia

**Position Overview:** Rapidan Service Authority (RSA) is seeking an experienced Public Affairs Manager to direct the Authority's external communications and community engagement strategies. This role serves as a strategic advisor to executive leadership, ensuring that RSA's mission and infrastructure initiatives are clearly communicated to the public, media, and key stakeholders. The ideal candidate is a seasoned communicator with a background in local government or public advocacy who can navigate complex stakeholder relationships and drive community support.

## Key Responsibilities:

- **Strategic Communications Planning:** Develop and implement comprehensive communication strategies that align with RSA's operational goals and long-term vision. Move beyond reactive messaging to proactively educate the public on the value of water and sewer services.
- **Community & Stakeholder Engagement:** Act as the primary liaison between RSA and the community. Analyze public sentiment and advise leadership on community concerns, ensuring the Authority maintains a transparent and responsive relationship with those we serve.
- **Media Relations & Brand Management:** Serve as the Authority's primary spokesperson and point of contact for media inquiries. Cultivate professional relationships with local press, prepare official statements, and coordinate interviews to ensure accurate and balanced coverage.
- **Digital Strategy:** Oversee the Authority's digital presence, including social media platforms and the website. Create high-quality, engaging content that translates technical utility information into accessible public knowledge.
- **Crisis Communications:** Lead communication efforts during service disruptions, emergencies, or sensitive situations. Develop and maintain emergency response protocols to ensure timely and accurate information reaches the public.
- **Internal Alignment:** Collaborate with technical teams and leadership to ensure consistency in messaging across all departments.

**Qualifications:**

- **Experience:** 5+ years of progressive experience in public sector communications, public affairs, or strategic, campaign-style messaging.
- **Education:** Bachelor's degree in Communications, Public Relations, Public Administration, or a related field is preferred.
- **Sector Knowledge:** Demonstrated understanding of local government operations, utility services, or regulatory environments.
- **Technical Proficiency:** Strong command of digital media platforms, content creation tools, and public engagement best practices.
- **Core Competencies:** Exceptional writing and editing skills with the ability to synthesize complex technical data for a general audience.

**Benefits:** RSA participates in the Virginia Retirement System and offers a comprehensive benefits package including health, vision, dental, and life insurance, generous leave time, and all Commonwealth of Virginia Holidays.

**How to Apply:** Interested candidates should visit the RSA Employment Opportunities page at [www.rapidan.org/employment-opportunities](http://www.rapidan.org/employment-opportunities).