



A SECTION OF THE WATERREUSE ASSOCIATION



*invites your interest in the position of*

# MANAGING DIRECTOR



Recruitment Services Provided by Ralph Andersen & Associates

# THE OPPORTUNITY

The Board of Trustees for WateReuse California (WRCA) is seeking highly qualified and accomplished professionals for consideration as their next Managing Director. WateReuse California is a section of the WateReuse Association, the only trade association focusing solely on advancing laws, policy, and funding to increase water reuse. This is an exciting opportunity for an experienced executive with strong leadership skills to expand the use of recycled water, to better serve the California section membership, and to grow the state section by increasing the value of membership. Top candidates will have a career path that closely aligns with the core responsibilities for this leadership position.



## Our Guiding Principles

### Stewardship:

We believe the responsible use and recovery of water sources is vital to water sustainability and environmental resilience.

### Leadership:

We believe leaders, working together from diverse communities to create a culture of inclusion and equity, will effectively increase the adoption of water recycling.

### Innovation:

We believe innovation will accelerate the public's embrace and adoption of water recycling, resulting in its rapid implementation.

### Education:

We believe education is essential to building trust and passion for water recycling.

### Partnership:

We believe strategic alliances with other organizations will strengthen our efforts to increase water recycling.

### Service:

We believe in providing value, integrity, transparency, and accountability to our members and supporters.

### Diversity, Equity and Inclusion:

We believe that water recycling can be a critical tool in promoting equitable solutions to water resources challenges that helps ensure underserved communities see the benefits, not just the burdens, of infrastructure planning and delivery.



# OVERVIEW OF WATER REUSE CALIFORNIA

WaterReuse California is the leading voice for recycled water policy in California. WRCA is governed by a 29-member Board of Trustees, including eight Executive Committee members, fourteen at-large members, and seven Chapter representatives. WRCA maintains a strong partnership with the WaterReuse Association at the national level. Full-time professional staff include the Managing Director and a Manager of Regulatory Affairs. Additional administrative staff is utilized on an as needed basis, particularly as support to the annual California WaterReuse Conference. The mission of WaterReuse California is to promote responsible stewardship of California's water resources by maximizing the safe, practical, and beneficial use of recycled water and by supporting the efforts of the WaterReuse Association. Additional activities supporting this mission include:

- Successfully advocating for the creation of Direct Potable Reuse statewide regulations in legislation and through the regulatory process;
- Advancing recycled water funding proposals through the state legislature in bonds and the state budget;
- Protecting the interest of recycled water in numerous regulatory packages at the Water Board and with other state agencies. Most of the policy work is done through the WRCA Legislative and Regulatory Committee who meets throughout the legislative session.

WaterReuse California is a state section of WaterReuse Association, the only trade association focusing solely on advancing laws, policy, and funding to increase water reuse. This niche strategy sets WaterReuse apart from other organizations in the water industry.

# OVERVIEW OF WATER REUSE CALIFORNIA *CONTINUED*

## Standing Committees

WaterReuse California maintains four standing committees:

- California Leg/Reg Committee
- California Agricultural Reuse Committee
- Communications Collaborative Group
- Potable Reuse Permitting and Compliance Committee

## California Regional Chapters

Seven regional chapters of WaterReuse California meet regularly and provide a forum to discuss regional recycled water issues and projects.

- Northern California Chapter
- Central Valley/Sierra Foothills Chapter
- Central Coast Chapter
- Los Angeles Chapter
- Orange County Chapter
- Inland Empire Chapter
- San Diego Chapter



# OVERVIEW OF WATERREUSE CALIFORNIA *CONTINUED*

## **Strategic Plan**

In 2021 WateReuse California, in partnership with its seven chapters, updated its 2014 Strategic Plan within the broader national strategic framework of the WateReuse Association. Building on California's achievements over the previous seven years, the Plan lays out a strategic direction and a number of specific special projects that will help achieve a climate- and drought-resilient water supply for California.

## **Mission**

The mission of WateReuse California is to promote responsible stewardship of California's water resources by maximizing the safe, practical, and beneficial use of recycled water and by supporting the efforts of the of WateReuse Association.

## **Vision**

To advance water recycling as the cornerstone of a climate-resilient, new water supply for California.

To achieve this vision and enhance membership value, WateReuse California's strategic plan goals are:

- Advance Recycled Water Policy and Funding Opportunities
- Modernize Governance and Organizational Structure
- Support and Enhance Membership Engagement and Strategic Partnerships
- Develop and Promote California Water Recycling Resources
- Maintain and Grow WRCA Finances

To view the Strategic Plan and Presentation, visit  
[watereuse.org/sections/watereuse-california/strategic-direction/](https://www.watereuse.org/sections/watereuse-california/strategic-direction/).

# THE RESPONSIBILITIES OF THE MANAGING DIRECTOR

The Managing Director is responsible for the day-to-day management of WaterReuse California (WRCA) under the direction of the Board of Trustees. The specific responsibilities include:

- Serve as principal liaison to the Board of Trustees;
- Implement the WRCA strategic plan, oversee periodic updates to the plan, and ensure strategic alignment with the WaterReuse Association;
- Serve as principal liaison to the national office and interface with the Executive Director and functional leads of the national WaterReuse Association;
- Develop legislative and regulatory strategies to increase the beneficial use of recycled water in California;
- Develop and promote strategies to:
  - Increase funding opportunities for water recycling in California;
  - Further high priority efforts such as potable reuse implementation, on-site reuse, and stormwater reuse; and
  - Track and contribute to synergistic efforts that directly and indirectly impact the beneficial use of recycled water in California, such as Making Conservation a California Way of Life and other conservation efforts.
- Manage, oversee, and coordinate the execution of the WRCA Annual Conference and other WRCA events;
- Oversee contract lobbyist services to for state legislative activities;
- Oversee special projects for WRCA that help to advance legislative and regulatory priorities;
- Oversee the work of the WRCA Manager of Regulatory Affairs who is responsible for advocacy work before regulatory agencies including the State Water Resources Control Board (SWRCB);
- Foster and strengthen relationships with key legislators, SWRCB members, administration officials, and partner organizations;
- Serve as principal liaison to seven local chapters, the WRCA Leg/Reg Committee, and other WRCA Board Committees;
- Facilitate meetings and participate in standing committees of WRCA;
- Serve as WRCA spokesperson to the media and to other partner organizations;
- Develop budgets in collaboration with the Treasurer for approval by the Board of Trustees and track revenues, expenditures, and investments throughout the year;

# THE RESPONSIBILITIES OF THE MANAGING DIRECTOR *CONTINUED*

- Coordinate and report quarterly on WRCA activities to the WaterReuse Association;
- Assist the WaterReuse Association in retaining and recruiting California members;
- Provide external communications specific to WRCA activities to members; and
- Maintain official WRCA records and documents.



## THE IDEAL CANDIDATE

The desired candidate for the next WaterReuse California Managing Director will have significant senior level management experience with a solid record of collaboration, integrity, professionalism, and success. The ability to engage all members of a large, diverse board of trustees and the membership represented in the organization is critical. The ideal candidate will bring proven experience as a successful advocate for complex issues. WRCA enjoys a strong statewide and national reputation as the go-to organization for communities who are advancing water reuse to meet local demand for water. The next Managing Director will bring the passion and optimism necessary to maintain and enhance this positive standing within the water reuse/recycling industry. The Managing Director will provide collaborative and inclusive leadership to WaterReuse California and will maintain and further enhance relationships with WRCA committees, California regional chapters, and the national WaterReuse Association.

The ideal candidate is a confident, yet humble leader with an ability to guide crucial conversations that result in consensus and lead to actionable results. A team-oriented positive disposition is necessary to guide the Board of Trustees and to lead the small WCRA staff in managing the day-to-day activities of the organization.



# THE IDEAL CANDIDATE *CONTINUED*

Other desired competencies and traits of the ideal candidate for the next WateReuse Managing Director include:

- A genuine interest in a broad range of recycled water, indirect water reuse, and direct water reuse issues, laws, regulations, funding opportunities, and challenges in California;
- Political and business intelligence with demonstrated ability to clearly understand and communicate the priorities of the Board of Trustees and the WateReuse Association;
- Well-developed communication, critical thinking, and interpersonal qualities with demonstrated ability to foster cooperative working relationships;
- An understanding of legislative and regulatory processes, with demonstrated ability to advocate complex concepts to diverse audiences, including elected and appointed leaders, regulatory agencies and staff, association members, public and private organizations, the media, and the general public;
- The demonstrated ability to balance competing and at times contradictory priorities of board members, membership, regulatory, technical, legislative, and other interests;
- Effective organizational management experience with the ability to work independently as needed to achieve success;
- Strong administrative skills to effectively prepare meeting agendas, board packets, develop association budgets and financial monitoring reports, and other association administrative activities.

In sum, the ideal candidate for the next Managing Director will bring outstanding leadership skills, a level-headed team-oriented approach, and a contagious positive disposition. Internally the Managing Director is valued as a consensus builder and is known externally as a persuasive advocate for the mission of WateReuse California.



# QUALIFYING EDUCATION AND EXPERIENCE

Suitability and match for this executive position will be evaluated based on a variety of factors including submitted materials, career history, reputation for delivering results, and verifiable track record of success in delivering programs and accomplishments.

**Education:** Candidates should hold a bachelor's degree in business, public administration, political or environmental science, engineering, or a related field. Fully qualified candidates will also possess at least seven (7) years of progressively responsible experience in managerial, legislative, and/or administrative functions. An advanced degree would be seen as an added benefit. Professional licenses and/or certifications are not required, although a license in related disciplines would be extremely beneficial combined with an accomplished career history.

**Other Experience:** Top candidates will have experience working with and/or advocating before elected and appointed government officials representing a government agency, professional organization, business, or other entity; experience within the water recycling, water utility or wastewater industry, and in association management is desired. All highly qualified candidates will be given full consideration.

***Residence in the Sacramento area is not required, but the Managing Director is required to interact frequently with legislative committees and regulatory agencies at the state capital.***

# APPOINTMENT TYPE AND EXECUTIVE COMPENSATION

The Managing Director is appointed as an employee of the national WaterReuse Association, reporting to the WRCA Board of Trustees through a memorandum of understanding between WRCA and the national WaterReuse Association. The national WaterReuse Association offers a competitive executive salary and benefits program (includes 401k Retirement Plan) set within the WRCA budget and commensurate with the successful candidate's qualifications and experience. Alternative types of appointment may be considered by the WRCA Board of Trustees, including appointment as an at-will contractual professional services consultant.

# To Be Considered

This position will be considered “open” until a final selection is made. Interested candidates should apply by **Monday, December 4, 2023**. To be considered, candidates must submit a compelling cover letter, comprehensive resume, listing of notable accomplishments/achievements to [apply@ralphandersen.com](mailto:apply@ralphandersen.com).

Only the most highly qualified candidates will be invited for an interview with the WRCA Executive Committee. Initial interviews with the Executive Committee will be conducted during mid-December 2023 or early January 2024 (via video). The top recommended candidate will be presented to the WCRA Board in January at a special meeting **or** at the Board Meeting on January 19, 2024.

This is a confidential process. Professional references will be required later in the process (prior to presentation to the WRCA Board) in addition to verifications and background checks being conducted.

If you have questions or would like to discuss the opportunity further, please call the Ralph Andersen & Associates’ Search Team (Ms. Heather Renschler, Project Director, Mr. John Rossi, Co-Project Director, and Mr. John Slaughter, Co-Project Director) at (916) 630-4900. Confidential inquiries are welcomed.

[watereuse.org/sections/watereuse-california](https://watereuse.org/sections/watereuse-california)