



JOB TITLE:	DIRECTOR OF PUBLIC AFFAIRS	DIVISION:	DISTRICT – ADMINISTRATION & DEVELOPMENT
REPORTS TO:	DEPUTY GENERAL MANAGER, ADMINISTRATION & DEVELOPMENT	EEO CATEGORY:	01- EXEC
FLSA:	EXEMPT	SAFETY-SENSITIVE:	NO
CLASSIFICATION:	NON-REPRESENTED	LOCATION:	SAN FRANCISCO

Class specifications are intended to present a descriptive list of the range of duties performed by employees in the class. Specifications are not intended to reflect all duties performed within the job.

Position Summary

Under direction of the Deputy General Manager, Administration & Development, plans, develops and implements the District's Public Affairs programs with the media, public agencies, District management, civic and community organizations.

Essential Responsibilities

- Assesses the communities understanding and acceptance of District services and activities. Determines areas that need to be addressed to enhance public education and understanding
- Develops and conducts aggressive informational programs to increase acceptance of District services or programs
- Plans and directs the development, implementation and evaluation of public information, community relations and communication programs to support the District's mission through a variety of communication vehicles, including social media, website, video, press events and interviews, and printed materials
- Coordinates community relations programs and public information programs with the Board of Directors, media, public agencies, District employees, elected officials, civic and community organizations, transit patrons and the general public
- Participates in or directs the planning and administration of public hearings, public notices, workshops, open houses, conferences, transit fairs, school programs, and other community events
- Develops and releases announcements to the news media. Maintains publicity/media lists and other specialized mailing lists
- Serves as the District's Public Information Officer under the District's Emergency Preparedness Plan. Coordinates the training of backup emergency response PIO. Participates in local and regional emergency preparedness drills
- May advise and consult with Board of Directors, General Manager and Division Managers on matters involving community relations
- May represent the District on various committees within the Bay Area



- May serve as editor for the development, production and maintenance of the internal and external communication vehicles, including the main website, intranet, publications, video, and reports, upon request
- Responsible for regularly engaging with internal stakeholders in providing media and informational outreach support to support operations
- Ensures that employees under his or her supervision follow established safe work practices and obey all safety rules
- Regular and reliable attendance and performance required

Required Knowledge, Skills and Abilities

Knowledge of:

- District policies, activities, programs, operations, goals and objectives and the ability to communicate them clearly and concisely
- Principles, techniques and practices of media, public, community and governmental relations
- Legislative process and Federal, State and local government organization
- Information dissemination methods including use of radio, television and print media such as newspapers and magazines
- Graphic design and production principles
- Excellent command of English grammar, spelling and punctuation
- Modern administrative and supervisory principals & techniques

Ability to:

- Communicate District policies, activities, programs, operations, goals and objectives clearly and concisely
- Research techniques, methods, and procedures
- Translate complex technical engineering, planning, fiscal, political, and operational data into terms understandable to a wide range of audiences
- Analyze and resolve difficult and technical community relations problems
- Establish and maintain cooperative working relations with the news media and other community groups
- Speak effectively in public
- Write, edit and prepare for publication or reproduction news releases, correspondence, booklets, brochures, internal communications, speeches and other informational material
- Present a professional image
- Plan, organize and work under pressure
- Meet exacting deadlines
- Use personal computers in the course of work



Minimum Qualifications

Education and/or Experience:

- Bachelor's degree with major course work in Journalism, Community Relations, or related field; qualifying experience may be substituted for education on a year-for-year basis
- Five years' progressively responsible full time experience as a journalist, public information or community relations officer; management responsibility for a comprehensive community information program is desirable. Working knowledge of Bay Area Transportation issues and activities is required

Required License: Must possess and maintain a current, valid California driver's license and satisfactory driving record. (Operates District vehicle in the course of work.)

Physical Requirement:

Mobility to work in a typical office setting. Ability to communicate in person and over the telephone. Ability to read printed materials and a computer screen. Routine use of computer, telephone and other office equipment. Ability to travel to District facilities. Ability to perform on-site inspections of DBE firms as required. Ability to attend external meetings as required. May require ability to lift materials, printouts, files and similar materials, estimated weight up to 25 pounds.