



COMMUNICATIONS OFFICER

JC: VF101
PB: AFI
FLSA: Exempt

BU: F31 (AFSCME)
Created: January 2013
Updated: May 2019

*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.*

DEFINITION

Under direction, develops, plans and manages complex communication initiatives and oversees the day-to-day activities and operations of multimedia productions; coordinates with team members to develop and execute both long term and rapid response communication strategies including handling of sensitive and controversial issues, responds to media inquiries, facilitates interviews, and requests information; updates BART website and project pages and assists acquiring permission for filming permits and prepares public information material for dissemination to the public and media; provides complex administrative support the Chief Communications Officer; performs related duties as assigned.

CLASS CHARACTERISTICS

This professional level classification is responsible for the research, development and implementation of complex communication initiatives and strategies for the District. Classifications at this level provide highly skilled and exceptional expertise in a specialized area or body of work, provide independent professional advice and consultation to various stakeholders, and may serve as subject matter expert in their designated field. This classification differs from the Chief Communications Officer in the latter assumes full responsibility of all communications for the District.

REPORTS TO

Chief Communications Officer or designee.

EXAMPLES OF DUTIES – *Duties may include, but are not limited to, the following:*

1. Plans, develops, and manages complex communication initiatives and oversees the day-to-day activities and operations of multimedia productions; coordinates with team members to develop and execute both long term and rapid response communication strategies including handling of sensitive and controversial issues, responds to media inquiries, facilitates interviews, and requests information.
2. Organizes news conferences and responds to news media inquiries; uses public relations and media expertise to proactively and reactively enhance public understanding of the goals and operations of the District.

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5. Coordinates internal and external communications development and delivery on a variety of topics as outlined by District needs, placing the issues within the context of the overall objectives of the District.
6. Serves as one of three primary spokespersons for the District on a variety of issues affecting BART and communities served.
7. Advises and prepares the General Manager, Board Members, SME's, and BART police media representatives for interviews with reporters and arranges such interviews; facilitates livestreaming of District Board meetings.
8. Plans, directs and oversees the design, construction and day-to-day operations of the multimedia productions area.
9. Posts on BART's social media accounts and responds to comments; updates bart.gov information and project pages and produces podcast series. Researches, writes and disseminates news releases, flyers, media advisories, talking points, media advisories, fact sheets, Opinion-Editorial pieces, and media/press kits for dissemination to the public and media.
9. Manages online virtual newsroom acting as content manager; coordinates with web-team to enhance user experience.
10. Writes and edits scripts for the multimedia productions under tight, daily deadlines; distributes press releases and coordinates film permit requests.
11. Builds professional relationships with reporters to establish credibility and fair coverage of issues critical to the District.
13. Keeps apprised of industry trends, communication technologies, and social media use; advises Department Manager, Communications on strategic changes to maximize positive internal and external communication and news coverage; maintaining confidence at all times.

QUALIFICATIONS

Knowledge of:

- Operations of a comprehensive communications program
- Principles and practices of communications program development and administration
- Methods and techniques of developing and implementing comprehensive media relations programs
- Policies and procedures governing the release of information to the general public
- Principles and practices of policy development and administration
- Writing composition techniques
- Interviewing techniques that elicit complete and accurate news information
- Methods of research preparation of informational materials and dissemination
- Principles and practices of employee supervision including selection, training, evaluation and discipline
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- BART systems, projects and issues

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- Content management for BART.gov
- Film permitting process
- Livestreaming processes

Skill/Ability in:

- Managing a comprehensive communications program
- Developing and implementing communications policies and guidelines
- Managing situations impacting public relations
- Planning, organizing, assigning, supervising, reviewing and evaluating the work of assigned staff
- Developing and administering departmental goals, objectives and procedures
- Identifying and responding to sensitive community and organizational issues, concerns and needs
- Planning, organizing, directing and coordinating the work of lower level staff
- Delegating authority and responsibility
- Selecting, supervising, training and evaluating staff
- Writing script and coordinating filming projects
- Posting photos and videos
- Researching, analyzing and evaluating new service delivery methods and techniques
- Preparing complex reports, correspondence, speeches and committee reports
- Preparing clear and concise administrative and financial reports
- Preparing and administering large and complex budgets
- Interpreting and applying applicable Federal, State and local policies, laws and regulations
- Communicating clearly and concisely, both orally and in writing
- Establishing and maintaining effective working relationships with those contacted

MINIMUM QUALIFICATIONS

Education:

Bachelor's degree in Communications, Marketing, Journalism, or a related field from an accredited college or university.

Experience:

Five (5) years of (professional verifiable) full-time experience in communications, media, journalism or editing or related experience.

Other Requirements:

Required to work off shift hours and on-call to travel in the local area during the production phases of the work.

Substitution:

Additional professional experience as outlined above may be substituted for the education on a year-for-year basis. A college degree is preferred.

WORKING CONDITIONS

Environmental Conditions:

Office environment; field environment; travel from site to site.

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Physical Conditions:

May require maintaining physical condition necessary for walking, standing, sitting, or bending for prolonged periods of time, or occasionally lifting of equipment. Must be physically able to occasionally lift and carry equipment weighing up to 50 pounds.

BART EEO-1 Job Group: 3500 – Professionals
Census Code: 2825 – Public Relations Specialist
Safety Sensitive: No