



DEPUTY DIRECTOR OF EXTERNAL AFFAIRS

JC: 000057
PG: 10
FLSA: Exempt

BU: 92 (NR)
Created: November 2011
Revised: June 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 general direction, assists in the collaboration with BART departments to develop and implement large-scale communication strategies, plans and projects; plans communication outreach events, and creates presentations, fact sheets, and other outreach material for the Office of External Affairs communication programs; drafts reports, letters and memos for senior leadership; provides responsible support to the Assistant General Manager, External Affairs; and performs related duties as assigned.

CLASS CHARACTERISTICS

This Deputy Director level classification is responsible for complex and professional projects and duties in support of a wide range of management initiatives in External Affairs including providing high level support of priorities that are outside the regular portfolios of the Departments. Classifications at this level have significant responsibility for managing, administering, and implementing multiple policies or programs and strategic development, implementation and administration of planning future delivery of services that may have significant, long-term impact to the organization. This classification is distinguished from the Assistant General Manager, External Affairs in the latter has full management responsibilities and oversight, through subordinate managers, of the activities and operations of the District's External Affairs Department.

REPORTS TO

Assistant General Manager, External Affairs or designee.

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

1. Plans, develops and implements communication outreach events for the Office of External Affairs, including Clipper events, Fare Change Outreach, and Better BART Presentations.
2. Develops, plans and implements communication strategies for Measure RR track closures; analyzes the effectiveness of strategies and makes recommendations for improvement.
3. Provides professional and complex support to the Executive Manager; including developing plans, organizing strategic responses, reviewing and evaluating complex programs and activities, and making recommendations regarding the handling of sensitive policy issues.

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4. Makes recommendations for action and assists in the development and implementation of goals, objectives, policies, procedures and priorities for the Executive Office.
5. Conducts a variety of analytical studies and investigations; recommends modifications to existing programs, policies and procedures as appropriate; prepares a variety of reports and other communications.
6. Analyzes and monitors the efficiency and effectiveness of service delivery methods and procedures; recommends adjustments and modifications.
7. Participates in developing strategies for addressing sensitive events and introducing initiatives and other District developments of high interest to external stakeholders.
8. Coordinates and reviews the work of staff and outside contractors; serves as liaison between departments and executive offices as needed to ensure effective program and project implementation.
9. Plans and prepares or coordinates the preparation of communications and reports including recommendations to the Board of Directors, committees and other management staff.
10. Composes, compiles and prepares correspondence, reports and documents; reviews finished materials for completeness, accuracy and compliance with District policies and procedures; may oversee the maintenance of accurate records and files.
11. Manages the Measure Railroad Bond Oversight Committee.

QUALIFICATIONS

Knowledge of:

- Professional media, public relations and communications approaches and techniques
- Methods and techniques of research and analysis
- Principles and practices of project coordination
- Principles and practices of policy development and administration Principles of strategic planning and analysis
- Institutional change and political processes
- Current procedures, methods and equipment for communications
- Principles of written communication
- Principles of financial management of projects
- Related Federal, State and local codes, laws and regulations
- District policies and procedures
- BART policies and procedures
- Brown Act and Sturgis Rules of Order

Skill/Ability in:

- Providing professional level services including strategic thinking and analysis
- Developing, implementing, interpreting and applying department policies, procedures, goals and objectives

- Exercising sound independent judgment within general policy guidelines
- As assigned, leading, organizing, and reviewing work
- Independently preparing correspondence, memoranda, and other communications
- Planning, organizing and administering projects and programs
- Planning, organizing and scheduling office priorities
- Researching and analyzing a variety of materials
- Preparing policy and programmatic recommendations
- Responding to requests and inquiries
- Understanding the organization and function of a public agency
- Interpreting District policies and procedures
- Analyzing problems, identifying alternative solutions and making recommendations
- Communicating clearly and concisely, both orally and in writing
- Establishing and maintaining effective working relationships with those contacted in the course of work

MINIMUM QUALIFICATIONS

Education:

Bachelor's Degree in Public Administration, Business Administration, or a related field from an accredited college or university.

Experience:

Five (5) years of (full-time equivalent) verifiable professional and relevant program experience in communications, strategic analysis, or related experience which must include at least one (1) year of management and administrative responsibility.

Substitution:

Additional 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; exposure to computer screens.

Physical Conditions:

May require maintaining physical condition necessary for sitting for prolonged periods of time.

BART EEO-1 Job Group: 0500 – Executives/Managers
Census Code: 1530 – Miscellaneous Managers
Safety Sensitive: No