



DIRECTOR OF GOVERNMENT AND COMMUNITY RELATIONS

JC: XF123
PB: 12
FLSA: Exempt

BU: 95 (NR)
Created: September 2003
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, plans, directs, manages and oversees the activities and operations of the Government and Community Relations Department including all governmental relations and public affairs activities designed to solicit support and promote District services, oversight of the District local, state, and federal legislative program, funding advocacy efforts, and external lobbyists, and outside agencies; and provides highly responsible and complex administrative support to the Assistant General Manager, External Affairs and performs related duties as assigned.

CLASS CHARACTERISTICS

This is a director-level classification fully responsible for the administration and management of a major department. Classifications at this level generally guide operations through the establishment of objectives, policies, rules, methods and standards and manages, through subordinate managers and supervisors, local government and community relations development, legislation strategy and action, and is accountable for accomplishing all departmental goals and objectives and for furthering District goals and objectives within general policy guidelines. This classification is distinguished from the Assistant General Manager, External Affairs in that the latter is responsible for the overall government and community relations, customer service, marketing and research, and media and public affairs activities.

REPORTS TO:

Assistant General Manager, External Affairs or his/her designee.

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

1. Assumes full management responsibility for all departmental services and activities including overseeing the work of government and community relations professionals responsible for implementing the District's government and community relations programs; recommends and administers policies and procedures.
2. Manages the development and implementation of departmental goals, objectives, policies and priorities for each assigned service area.
3. Establishes, within District policy, appropriate service and staffing levels; monitors and evaluates the efficiency and effectiveness of service delivery methods and procedures; allocates resources accordingly.

4. Plans, directs and coordinates, through subordinate level staff, the Government and Community Relations Department's work plan; assigns projects and programmatic areas of responsibility; reviews and evaluates work methods and procedures; meets with key staff to identify and resolve problems.
5. Assesses and monitors work load, administrative and support systems, and internal reporting relationships; identifies opportunities for improvement; directs and implements changes.
6. Oversees the work and activities of legislative advocates on a local, state and national level; coordinates advocacy activities at the local, state and federal levels; directs, coordinates and oversees the activities of external consultants; monitors project progress; ensures work performed is in compliance with District goals, objectives, policies and procedures.
7. Monitors and recommends District action on local, state and federal legislation; initiates appropriate action.
8. Coordinates advocacy efforts on a local, state, and federal level; monitors status of funding programs and progress through government committees; confers with federal, state, and regional governmental officials and public and private sector groups to foster support for District projects and programs.
9. Drafts and reviews complex legislative correspondence and position papers; ensures all documents reflect District policy guidelines.
10. Selects, trains, motivates and evaluates assigned personnel; provides or coordinates staff training; works with employees to correct deficiencies; implements discipline and termination procedures.
11. Oversees the development and administration of the department's annual budget; approves the forecast of funds needed for staffing, equipment, materials and supplies; approves expenditures and implements budgetary adjustments as appropriate and necessary.
12. Explains, justifies and defends departmental programs, policies and activities; negotiates and resolves sensitive and controversial issues.
13. Represents the Government and Community Relations Department to other departments, elected officials and outside agencies and organizations; works in conjunction with Operations, Planning and Budget and other departments to provide information on District projects and encourage support from surrounding communities.
14. Designs strategies to align community concerns with District goals.
15. Provides staff assistance to the Executive Manager, External Affairs; serves on a variety of boards, commissions and committees; prepares and presents staff reports and other necessary correspondence.
16. Attends and participates in professional group meetings; stays abreast of new trends and innovations in the field of government and community relations and public affairs.

QUALIFICATIONS

Knowledge of:

- Operations and activities of a comprehensive government, community and public affairs program.
- Principles and practices of capital and operating funding programs.
- Principles and practices of legislative program development and legislative lobbying and advocacy programs.
- Policies and procedures of government agencies and legislative bodies.
- Principles and practices of policy development and administration.
- Principles and practices of budget preparation and administration.
- Principles of supervision, training and performance evaluation.
- Principles and practices of legislation, regulation, and related rules of government.
- Related Federal, State and local laws, codes and regulations.
- Methods and techniques of developing and implementing effective community outreach and communications programs.

Skill in:

- Managing a comprehensive government and community relations program.
- Developing and administering departmental goals, objectives and procedures.
- Directing advocacy efforts at Federal, State, and local levels.
- Preparing complex correspondence, legislation and committee papers.
- Analyzing and assessing policies and operational needs and making appropriate adjustments.
- Identifying and responding to sensitive community and organizational issues, concerns and needs.
- Delegating authority and responsibility.
- Selecting, supervising, training and evaluating staff.
- Researching, analyzing and evaluating new service delivery methods and techniques.
- Analyzing complex reports and legislation.
- 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 in the course of work.
- Overseeing the work of consultant staff.

MINIMUM QUALIFICATIONS

Education:

A Bachelor's degree in business administration, public administration, public relations, political science, or a closely related field from an accredited college or university. A Master's degree is preferred.

Experience:

Seven (7) years of (full-time equivalent) verifiable professional government or community relations program experience which must have included at least three (3) years of management responsibility. Experience in state and federal government relations preferred.

Other Requirements:

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Must be able to work overtime, on-call, weekends, and be able to travel.

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; exposure to computer screens; field environment; construction site environment; exposure to heat, cold, moving vehicle, electrical energy and inclement weather conditions.

Physical Conditions:

May require maintaining physical condition necessary for walking, standing or sitting for prolonged periods of time.

BART EEO-1 Job Group: 0500 – Executives/Managers
Census Code: 0060 – Public Relations/Fundraising Managers
Safety Sensitive: No