



MANAGER OF LOCAL GOVERNMENT AND COMMUNITY RELATIONS

JC: QF107
PB: 9
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, manages and oversees the operations and activities of the District's Local Government and Community Relations Department; advises and staffs the District's Directors and General Manager, manages reporting staff, and is the primary liaison to elected officials and community stakeholders to gauge needs; performs related duties as required.

CLASS CHARACTERISTICS

This is the full-scope managerial level classification, through subordinate professionals, manages complex and professional administrative duties in support of operations of the Local Government and Community Relations Division including local government, community, media and public relations. This classification differs from the Director of Local Government and Community Relations in the latter is responsible for managing and overseeing the activities and operations of the Local Government and Community Relations Division.

REPORTS TO

Director of Government and Community Relations or designee.

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

1. Serves as District's primary liaison to local elected officials, legislative bodies and community stakeholders.
2. Provides advice and staffing to the District's Directors and General Manager.
3. Assumes management responsibility for assigned services and activities of Local Government and Community Relations Division within External Affairs including government, community and related public relations activities.
4. Manages and participates in the development and implementation of goals, objectives, policies and priorities for assigned programs; recommends and administers policies and procedures.
5. Monitors and evaluates the efficiency and effectiveness of service delivery methods and procedures. Recommends, within departmental policy, appropriate service and staffing levels

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6. Selects, trains, motivates and evaluates assigned personnel. Works with employees to correct deficiencies and implements discipline and termination procedures.
7. Oversees and participates in the development and administration of the division's annual budget. Participates in the forecast and monitoring of funds needed for staffing, equipment, materials and supplies.
8. Serves as the liaison for the Department with other divisions, departments and outside agencies to negotiate and resolve sensitive and controversial issues.
9. Serves as staff on a variety of boards, commissions and committees; prepares and presents staff reports and other necessary correspondence.
10. Coordinates activities with other government agencies within the District's service area including transit agencies, counties, cities and special districts.
11. Directs and oversees the activities of external consultants. Monitors project progress to ensure the work performed is in compliance with District goals, objectives, policies and procedures.
12. Directs programs designed to communicate District programs, goals and objectives to local communities and neighborhoods; ensures community understanding of District programs, projects, and policies.
13. Provides staff assistance to the Department Manager, Government and Community Relations.
14. Conducts a variety of organizational studies, investigations and operational studies; recommends modifications to community programs, policies and procedures as appropriate.
15. Attends and participates in professional group meetings; stays abreast of new trends and innovations in the field of public relations.
16. Responds to and resolves difficult and sensitive citizen inquiries and complaints.

QUALIFICATIONS

Knowledge of:

- Operations, services and activities of public relations program
- Government, community, media and public relations
- Principles and practices of program development and administration
- Methods and techniques of developing and implementing effective public relations programs
- Principles and practices of budget preparation and administration
- Principles of supervision, training and performance evaluation
- Related local laws, codes and regulations
- Policies and procedures of local government agencies and legislative bodies
- Principles of business letter writing and report preparation
- Principles and procedures of financial record keeping and reporting
- BART employment policies and labor board contracts

Skill/Ability in:

- Overseeing and participating local government and community outreach
- Selecting, supervising, training and evaluating staff
- Developing and administration of division goals, objectives and procedures
- Preparing and administering large program budgets
- Preparing clear and concise administrative and financial reports
- Analyzing problems, identifying alternative solutions, predicting consequences of proposals and implementation of goals
- Researching, analyzing and evaluating new service delivery methods and techniques
- Overseeing the work of consultant staff
- Interpreting and applying policies, laws and regulations
- Communicating clearly and concisely, both orally and in writing
- Establishing and maintaining effective working relationships
- Creating and managing strategy and messaging for key events, speaking engagements and press releases

MINIMUM QUALIFICATIONS

Education:

Bachelor's degree in Political Science, Public Affairs, or a closely related field from an accredited college or university.

Experience:

Five (5) years of (full-time) verifiable professional community or government affairs or related experience which must include at least two (2) years of supervisory experience.

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.

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: 0430 – Miscellaneous Managers
Safety Sensitive: No