



## MANAGER OF COMMUNITY RELATIONS

FC: QF109  
PB: 09

PC: 930  
BU: 95  
September 2003

*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**

Directs, manages, supervises and coordinates the activities and operations of the Community Relations Division within the Government and Community Relations Department in the External Affairs Office including community, media and public relations; coordinates assigned activities with other divisions, departments and outside agencies; provides complex administrative support to the Department Manager, Government and Community Relations and the Executive Manager, External Affairs; and performs related duties as assigned.

### **CLASS CHARACTERISTICS**

This class manages and coordinates, through subordinate staff, all activities and operations of the Community Relations Division including community, media, and public relations. This class is distinguished from Department Manager, Government and Community Relations in that the latter is responsible for the overall Government and Community Relations functions.

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

1. Assumes management responsibility for assigned services and activities of the Community Relations Division including community, media and public relations.
2. Manages and participates in the development and implementation of goals, objectives, policies and priorities for assigned programs; recommends and administers policies and procedures.
3. Monitors and evaluates the efficiency and effectiveness of service delivery methods and procedures; recommends, within departmental policy, appropriate service and staffing levels.
4. Plans, directs, coordinates and reviews the work plan for assigned staff; assigns work activities, projects and programs; reviews and evaluates work products, methods and procedures; meets with staff to identify and resolve problems.
5. Selects, trains, motivates and evaluates assigned personnel; provides or coordinates staff training; works with employees to correct deficiencies; implements discipline and termination procedures.

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6. Oversees and participates in the development and administration of the division's annual budget; participates in the forecast of funds needed for staffing, equipment, materials and supplies; monitors and approves expenditures; implements adjustments.
7. Serves as the liaison for the Community Relations Division with other divisions, departments and outside agencies; negotiates and resolves sensitive and controversial issues.
8. Serves as staff on a variety of boards, commissions and committees; prepares and presents staff reports and other necessary correspondence.
9. Coordinates activities with other government agencies within project areas including transit agencies, counties, cities and special districts; serves as District liaison for all community relations issues.
10. 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.
11. Coordinates activities and develops communications programs for media including television, radio and newspapers; ensures all communications reflect District policies and standards.
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. Oversees the art procurement program for new extension stations; develops criteria; selects committees; coordinates activities with consultants and providers.
14. Provides staff assistance to the Department Manager, Government and Community Relations and the Executive Manager, External Affairs.
15. Conducts a variety of organizational studies, investigations and operational studies; recommends modifications to community programs, policies and procedures as appropriate.
16. Attends and participates in professional group meetings; stays abreast of new trends and innovations in the field of public relations.
17. Responds to and resolves difficult and sensitive citizen inquiries and complaints.

## **QUALIFICATIONS**

### **Knowledge of:**

Operations, services and activities of a public relations program including community, public and media relations.

Principles and practices of program development and administration.

Methods and techniques of developing and implementing effective public and media communications programs.

Principles and practices of budget preparation and administration.

Principles of supervision, training and performance evaluation.

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Related local laws, codes and regulations.

Current office procedures, methods and equipment including computers.

Principles of business letter writing and report preparation.

Principles and procedures of financial record keeping and reporting.

### **Skill in:**

Overseeing and participating in the management of a comprehensive community relations program.

Overseeing, directing and coordinating the work of lower level staff.

Selecting, supervising, training and evaluating staff.

Participating in the development 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, projecting consequences of proposed actions and implementing recommendations in support of goals.

Researching, analyzing and evaluating new service delivery methods and techniques.

Overseeing the work of consultant staff.

Interpreting and applying 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.

## **MINIMUM QUALIFICATIONS**

### **Education:**

A Bachelor's degree in public administration, business administration, journalism or a closely related field from an accredited college or university.

### **Experience:**

Five (5) years of (full time equivalent) verifiable public relations program experience which must have included at least two (2) years of administrative and/or supervisory responsibility.

## **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.

**EEOC Code:01**