



## MANAGER OF LOCAL GOVERNMENT AND COMMUNITY RELATIONS

**JC:** 000290  
**PB:** 9  
**FLSA:** Exempt

**BU:** 95 (NR)  
**Created:** September 2003  
**Updated:** 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, directs, manages, supervises and coordinates the activities and operations of the Local Government and Community Relations Division within External Affairs which may include government, community, media and public relations; coordinates assigned activities with other divisions, departments and outside agencies; provides highly responsible and complex administrative support to the Department Manager, Government and Community Relations; and performs related duties as assigned.

### **CLASS CHARACTERISTICS**

This is a full-scope managerial classification which directs and coordinates, through supervisory staff, activities related to local government and community relations within External Affairs which may include government, community, and related public relations activities. The classification is accountable for accomplishing departmental goals and objectives and for furthering District goals and objectives within general policy guidelines. This class manages and coordinates through subordinate staff the activities and operations of the Local Government and Community Relations Division including local government, community, media and public relations.

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

1. Assumes management responsibility for assigned services and activities of the Local Government and Community Relations Division within External Affairs which may include government, community, and related public relations activities.
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.

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5. Selects, trains, motivates and evaluates assigned personnel; provides or coordinates staff training; works with employees to correct deficiencies; implements discipline and termination procedures.
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 Department 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 the District's service area including transit agencies, counties, cities and special districts; serves as District liaison for all local government and 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. Directs programs designed to communicate District programs, goals and objectives to local communities and neighborhoods; ensures community understanding of District programs, projects, and policies.
12. Provides staff assistance to the Department Manager, Government and Community Relations.
13. Conducts a variety of organizational studies, investigations and operational studies; recommends modifications to community programs, policies and procedures as appropriate.
14. Attends and participates in professional group meetings; stays abreast of new trends and innovations in the field of public relations.
15. Responds to and resolves difficult and sensitive citizen inquiries and complaints.

## **QUALIFICATIONS**

### **Knowledge of:**

- Operations, services and activities of a public relations program including local 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
- Modern office procedures, methods and equipment including computers
- Principles of business letter writing and report preparation
- Principles and procedures of financial record keeping and reporting

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### **Skill/Ability in:**

- Overseeing and participating in the management of a comprehensive local government and community relations program
- 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:**

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 professional public relations program experience which must have included at least two (2) years of supervisory and administrative 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:** 0100 – Administrative Services Managers  
**Safety Sensitive:** N