



## PRINCIPAL GOVERNMENT AND COMMUNITY RELATIONS REPRESENTATIVE

JC: VC055  
PB: 07  
FLSA: Exempt

PC: 890  
BU: 31 (AFSCME)  
Created: November 8, 2000  
Revised: August 13, 2007

*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**

Coordinates and performs the most technical and complex tasks related to the assigned area of responsibility; works with community leaders and members to identify, resolve and monitor District and community issues; monitors BART-related items before local and regional agencies. Advises staff of strategies and solutions to facilitate a good working relationship between BART and elected officials and other community stakeholders; and performs related duties as assigned.

### **CLASS CHARACTERISTICS**

This is the highest level within the Government and Community Relations Representative series. Positions at this level perform the most complex duties assigned to the series and may be responsible for participating in supervising, assigning and reviewing the work of subordinate staff. Incumbents may also be responsible for overseeing the work of external consultants and contractors and assisting higher level management staff in their communication with regional elected officials.

### **REPORTS TO**

This position reports to the Manager, Government and Community Relations.

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

1. Plans, prioritizes, and participates in the implementation of annual advocacy campaigns to secure local funding appropriations and support for the District's short and long range expansion and renovation plans.
2. Works directly with elected members of the Bay Area local government delegation to gain support for District plans, policies and political strategies.
3. Establishes, implements, and manages public outreach programs throughout the Bay Area to maintain a cohesive community-based support for BART District, advises other community relations staff on sensitive district-wide local and political issues.
4. Represents the District on community and political issues before elected Boards and Commissions.

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5. Works with outside consultants, monitors and advises management of consultant's progress and quality of work performed.
6. Communicates and works directly with BART Board members to respond to local and political issues relevant to their respective districts.
7. Prepares reports and other related communications about funding issues, District policies, legislative matters and public information for use by BART management, BART Board members, external public agencies, political bodies and community organizations.
8. Performs the most technical and complex tasks of the work unit including special projects which have a major impact, participates in the development of policies and procedures, recommends and assists in the implementation of goals and objectives and may provide or coordinate training.
9. Confers with and provides professional assistance to District departments on government and community relations matters, such as: collaborates with the Real Estate Department, Access Facilities, Planning and Extensions Planning to provide Community Relations support for systems projects that impact the community.

### **QUALIFICATIONS**

#### **Knowledge of:**

- Advanced knowledge of services and activities of a government and community relations program
- Principles of capital funding advocacy
- Outreach programs that build cooperative relationships with community groups, organizations, local elected officials
- Principles and practices of legislative program development
- Principles of lead supervision and training
- Principles and practices of legislative lobbying and advocacy programs
- Advanced knowledge of policies and procedures of government agencies and legislative bodies
- Transit funding programs and processes
- Advanced methods and techniques of policy analysis
- Current office procedures, methods and equipment including computers
- Principles of business letter writing and report preparation
- Advanced methods and techniques of public relations
- Related Federal, State and local codes, laws and regulations

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

- Maintaining personal contacts with key officials or representatives of organizations
- Coordinating the work of advocacy committees
- Independently performing the most difficult and complex local government and community relations work
- Interpreting, explaining and enforcing department policies and procedures
- Working independently in the absence of supervision
- Communicating clearly and concisely, both orally and in writing
- Establishing and maintaining effective working relationships with those contacted in the course of Work

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- Evaluating and analyzing effectiveness of programs and activities
- Operating office equipment
- Operating standard computer applications such as basic word processing, spreadsheet and database Programs
- Overseeing the work of consultant staff

### **MINIMUM QUALIFICATIONS**

#### **Education:**

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

#### **Experience:**

Four (4) years of (full-time equivalent) verifiable professional government or community relations program development and implementation experience.

#### **Substitution:**

Additional professional experience as outlined above may be substituted for the education on a year-for-year basis. A Bachelor's 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:** 3500 – Professional  
**Census Code:** 2825 – Public Relations Specialists  
**Safety Sensitive:** No