



PUBLIC INFORMATION MANAGER, CAPITAL PROJECTS

FC: VF100
PB: 08

PC: 891
BU: 91
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*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 administrative direction, manages, directs, and oversees media and public affairs activities and operations of assigned capital project(s) such as the San Francisco Airport Extension Project or Warm Springs Extension; develops media relations and public information programs; coordinates assigned activities with other departments and outside agencies; provides highly responsible and complex administrative support to the assigned Executive Manager, and the Department Manager, Media and Public Affairs; and performs related duties as assigned.

CLASS CHARACTERISTICS

This single position class develops and manages media relations and public information for the assigned capital project(s), and handles sensitive District issues. This position reports to the assigned Executive Manager and represents the District for the assigned project(s).

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

1. Develops and carries out media relations and public information programs and activities for the assigned capital projects, and for the District as required. Acts as spokesperson for the assigned project(s) and for the District as required.
2. Participates in the development and manages the administration of goals, objectives, policies and priorities for assigned programs; recommends and administers policies and procedures.
3. Assists in managing situations with public relations implications; develops timely responses to the media as needed.
4. Monitors and evaluates the efficiency and effectiveness of various media relations and public information programs associated with the assigned projects and delivery methods; makes recommendations accordingly.
5. Oversees the preparation and publication of printed materials, newsletters, etc.; oversees various media events and plans.

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6. Represents assigned project(s), and the District as required, in meetings with representatives of government agencies, transit and professional organizations, and the public (e.g. manages relationship with the FTA-PMO for the SFOX Project).
7. May assign work activities, projects and programs for secured personnel or consultants; reviews and evaluates work methods and procedures; identifies and resolves problems.
8. Monitors developments and progress of various projects and district-wide issues; evaluates impact upon customer service, service delivery and district image; represents the District to elected officials and outside agencies; negotiates and resolves sensitive and controversial issues as assigned.
9. Participates in the development and administration of the department's annual budget; participates in the forecast of funds needed for staffing, equipment, materials and supplies.
10. Participates on a variety of committees; prepares and presents staff reports and other necessary correspondence, as assigned.
11. Attends and participates in professional group meetings; stays abreast of new trends and innovations in the field of media relations.

QUALIFICATIONS

Knowledge of:

Operational characteristics, services and activities of a comprehensive media relations and public affairs program.

Principles and practices of public relations program development and administration.

Principles and practices of program development and administration.

Methods and techniques of developing and implementing comprehensive media relations programs.

Policies and procedures governing the release of information to the general public.

Principles and practices of policy development and administration.

Media sources for effective public information program communications.

Principles and practices of budget preparation and administration.

Principles of supervision, training and performance evaluation.

Related Federal, State and local laws, codes and regulations.

Skill in:

Overseeing and participating in the management of a comprehensive media relations and public affairs program.

Participating in the development and administration of division goals, objectives and procedures.

Developing and implementing media relations policies and guidelines.

Managing situations impacting public relations.

Identifying and responding to sensitive community and organizational issues, concerns and needs.

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

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Designing and utilizing computerized databases.
Preparing clear and concise administrative and financial reports.
Preparing and administering large program 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.

Other Requirements:

Must be available to work on an on-call status 24 hours a day, 7 days a week.
Must possess a valid California driver's license and have a satisfactory driving record.

MINIMUM QUALIFICATIONS

Education:

A Bachelor's degree in journalism, public relations, communications, marketing, sociology or a related field from an accredited college or university.

Experience:

Five (5) years of (full-time equivalent) verifiable professional public or media relations experience which must have included at least two (2) years of project management experience.

Substitution:

Additional professional experience as outlined 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 sitting for prolonged periods of time.

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