



**ALAMEDA COUNTY
TRANSPORTATION COMMISSION**

Director of Government Affairs and Communication

HR20-04



DEADLINE TO APPLY FOR HR20-04

This recruitment will remain open until filled. Candidates are encouraged to apply early in the process for optimal consideration.

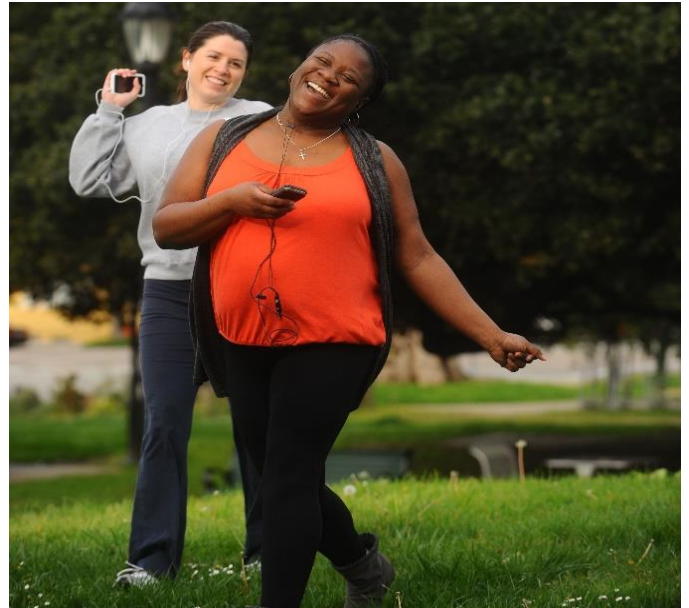
A first review of resumes will take place on June 11, 2020.



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THE OPPORTUNITY

Under executive direction in the Planning and Policy Department, the position strategically plans, organizes, manages, and directs Government Affairs, Communications activities and programs for the agency; plans, directs, and implements comprehensive agency-wide public affairs, legislative program, community and government relations, outreach, and media relations programs and activities; manages ongoing programs serving seniors and people with disabilities and youth and transportation demand management; coordinates assigned activities with other Alameda CTC departments, officials, outside agencies, and the public; fosters cooperative working relationships among Alameda CTC departments and with intergovernmental and regulatory agencies and various public and private groups; provides highly responsible and complex professional assistance to the Deputy Executive Director of Planning and Policy and Executive Director in areas of expertise; and performs related work as required.



THE AREA

Alameda County is the geographic center of the San Francisco Bay Area, located east of the San Francisco Bay, extending to Livermore in the East, from Albany in the North, and to Fremont in the South. Alameda County encompasses 813 square miles of land and has a population in excess of 1.6 million, making it the second most populated county in the Bay Area.

THE ORGANIZATION

The Alameda County Transportation Commission (Alameda CTC) is a joint powers authority that plans, funds and delivers transportation programs and projects that expand access and improve mobility in Alameda County. Alameda CTC was created by the merger of the Alameda County Congestion Management Agency (ACCMA) and the Alameda County Transportation Improvement Authority (ACTIA) in order to allow for better coordination of transportation planning and programming within the County, as well as position Alameda County jurisdictions and transit agencies to better compete for limited state and federal transportation dollars.

THE IDEAL CANDIDATE WILL HAVE:

- A strong understanding of administrative principles and practices, including goal setting; program development, implementation and evaluation; and supervision of staff, either directly or through subordinate levels of supervision.
- Knowledge and understanding of principles, practices, and techniques used in the conduct of effective public affairs, community and government relations, and communication programs, projects, and activities.
- Knowledge of budget development, contract administration, and general principles of risk management related to the functions of the assigned area.
- An understanding of legislative processes at the local, state and federal level and development of legislative platforms.
- Knowledge of recent and on-going developments, current literature, and sources of information related to policy and legislative affairs.
- Experience conducting research projects, evaluating alternatives, making sound recommendations, and preparing effective reports.
- Strong knowledge of techniques for providing a high level of customer service by effectively dealing with the public, vendors, contractors, and staff members.
- Ability to strategically develop and communicate key messages and support materials to advance priorities of the Commission.
- Ability to establish, maintain, and foster positive and effective working relationships.

EXAMPLES OF ESSENTIAL RESPONSIBILITIES

- Monitors, tracks, and analyzes legislation affecting Alameda CTC programs, projects, and activities; communicates information and develops status reports and recommendations for the Commission and Executive Director; represents Alameda CTC's position regarding legislation to special interest groups and local, state, and federal agencies, legislators, and lobbyists; develops and maintains ongoing effective liaison with state and federal legislative representatives.
- Develops, proposes, and takes proactive steps to build positive relationships with key elected officials; business, civic, and community leaders; and members of the media.
- Develops, writes, edits, and distributes a variety of reports and informational materials, including feature articles, special stories, informational and educational releases, and internal and external newsletters and annual reports; oversees the maintenance of Alameda CTC's website and social media.
- Manages public outreach programs and projects; provides strategic communication for all aspects of project development and delivery as well as ongoing programs operations.
- Leads the strategic development, implementation, and evaluation of Alameda CTC's public affairs, communications, media, legislative and government and community relations programs, projects, and activities.
- Develops, directs, and coordinates the implementation of goals, objectives, policies, procedures, and work standards for assigned programs.
- Selects, trains, motivates, and directs department personnel; evaluates and reviews work for acceptability and conformance with department standards, including program and

project priorities; responds to staff questions and concerns.

- Develops and manages Alameda CTC's image, including review of materials developed by other departments for public distribution and outreach programs, projects, and issues of importance to the Commission.
- Supports other departments in developing materials for outreach programs, projects and events, including preparing collateral and ensuring high quality.
- Oversees and provides strategic direction to the innovative ongoing programs run by Alameda CTC, including programs serving seniors and people with disabilities and youth, and transportation demand management.
- Provides expert professional assistance and strategic guidance to executives, managers, and staff on public and governmental affairs and media relations, including preparing speeches, reports, testimonies, radio and television scripts, and other materials.
- Coordinates a variety of ceremonies and public activities, including groundbreaking and ribbon-cutting events, photo shoots, and interview opportunities for Alameda CTC staff.
- Serves as a liaison for the department to other Alameda CTC departments, elected officials, outside agencies, and the public; attends meetings in various locations; provides staff support to commissions, committees, and task forces; participates in community events and workshops that provide public information regarding Alameda CTC programs, projects, and services; explains and interprets Alameda CTC programs, policies, and activities; serves as the secondary media spokesperson in absence of the Executive Director.
- Monitors changes in laws, regulations, and technology that may affect Alameda CTC or departmental operations; implements policy and procedural changes as required.

- Responds to difficult and sensitive public inquiries and complaints and assists with resolutions and alternative recommendations.

QUALIFICATIONS

- Equivalent to graduation from an accredited four-year college or university with major coursework in business or public administration, public relations, political science, communications, planning, or a closely related field;
- Eight (8) years of progressively responsible experience in planning, designing, and implementing public affairs, communications, and government and community relations programs, including three (3) years of supervisory experience.
- Possession of, or ability to obtain, a valid California Driver's License by time of hire.

COMPENSATION AND BENEFITS

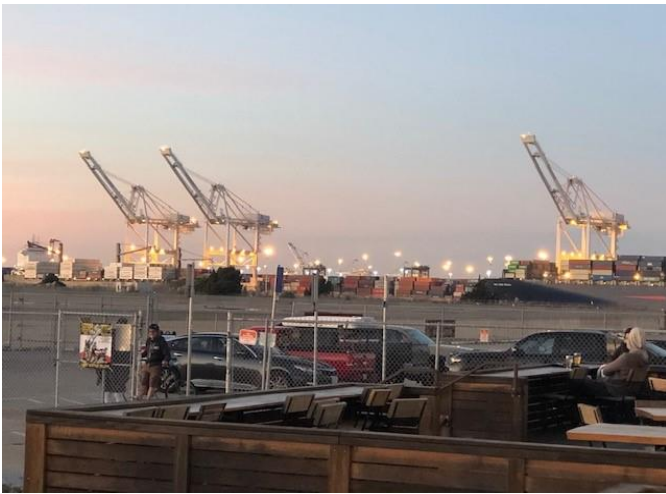
The annual salary range is \$140,083 to \$182,108, depending on qualifications and experience. The Alameda County Transportation Commission offers a generous benefits package:

- Cafeteria Plan which employees can use to choose the following:
 - Health, Dental, and Vision Insurance; and
 - Life, AD&D, and Long-term and Short-Term Disability Insurance.
- Retirement Program in the California Public Employee Retirement System (CalPERS):
 - Classic Member (current member of CalPERS) - 2.5% at age 55 (employee contributes 3%)
 - New Member (under new PEPRA laws) – 2% at age 62 (employee contributes 6.75%, subject to change by CalPERS at the beginning of each fiscal year)

- Vacation Leave: Starts at 10 days per year and increases based on years of service.
- Sick Leave: Accrued at 1 day per month.
- Holidays: 11 paid holidays, plus 2 floating holidays, per year.
- Other benefits include transit subsidy, flexible spending accounts, tuition assistance, etc.

Alameda County Transportation Commission is an equal opportunity employer encouraging workforce diversity.

The information contained herein does not constitute either an expressed or implied contract, and these provisions are subject to change.



IMPORTANT APPLICATION INFORMATION

To apply for this opportunity, please visit the Alameda CTC website at <https://www.alamedactc.org/get-involved/careers-jobs/> to download an application. Please submit a cover letter, resume, and application by email to recruitment@alamedactc.org. Alternatively, you can mail the completed application materials to:

**Attn: Recruitment
Alameda CTC
1111 Broadway, Suite 800
Oakland, CA 94607**

Incomplete applications will not be considered.

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