



ALAMEDA COUNTY
TRANSPORTATION COMMISSION

Principal Program Analyst (Government Affairs and Communications)

HR22-10

DEADLINE TO APPLY

The submission deadline for the first review of resumes is **October 30, 2022**. However, this recruitment will remain open until filled.

Candidates are encouraged to apply early in the process for optimal consideration.

THIS PAGE IS INTENTIONALLY LEFT BLANK

THE OPPORTUNITY

The Principal Program Analyst (Government Affairs and Communications) position strategically manages, plans, organizes, implements, and directs all government and public affairs including the agency's legislative program and government relations; and communications including outreach and media relations programs and activities.

The position oversees and coordinates activities with other departments, officials, outside agencies, and the public; fosters cooperative working relationships among staff, regulatory agencies and 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

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 and the Alameda County Transportation Improvement Authority 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.

Together, We Deliver Excellence. Alameda CTC is invested in making a positive impact. Our staff values a nurturing environment with visionary thinking to deliver our mission. We embrace the diversity of our vibrant teams and actively collaborate toward our common goals. Staff at Alameda CTC advance inclusivity and trust through open, honest, and respectful communication. Our culture is built together, day by day, in every action we take.

We Are, Who We Serve. Alameda CTC is committed to serving the people of Alameda County. We aspire to be people-centric by celebrating those who bring their authentic selves to work and we support the needs of our very diverse communities. We strive to cultivate opportunities that address historical inequities by inviting and engaging multiple perspectives. We set the standard for diversity, equity, and inclusion and our leadership cultivates a workplace that empowers staff to reach their potential.



THE IDEAL CANDIDATE WILL HAVE:

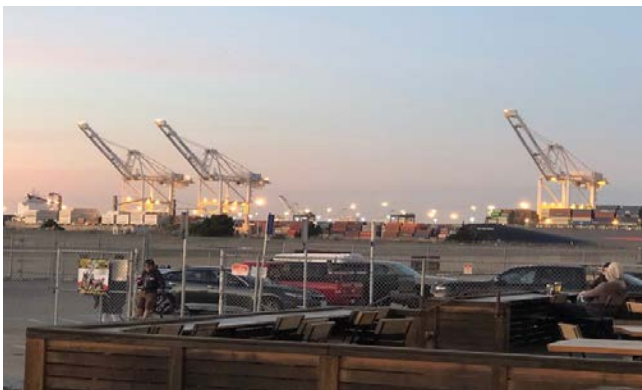
- A strong understanding of administrative principles and practices, including: effective work plan management; program development, implementation and evaluation; and supervision of staff, either directly or through subordinate levels of supervision.
- Knowledge and understanding of principles, practices, and techniques used to conduct effective community engagement, community and government relations, and communication programs, projects, and activities.
- An understanding of legislative processes at the local, state and federal levels and development of legislative platforms.
- Knowledge of recent and on-going developments, current literature, and sources of information related to policy and legislative affairs.
- Knowledge of innovative and effective approaches for communicating with the public, elected officials, and stakeholder groups.
- Experience conducting research projects, evaluating alternatives, making sound strategic recommendations, and preparing effective reports.
- 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.

EXAMPLE 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; partner agencies; 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 presence.
- Leads the strategic development, implementation, and evaluation of Alameda CTC's public affairs, communications, media, legislative, 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 appropriateness and conformance with department standards, including

program and project priorities; guides staff and responds to staff questions and concerns.

- Develops and manages Alameda CTC's image, including review and oversight of materials for public distribution and outreach programs and projects; supports other departments in developing materials for distribution.
- Provides 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 and participates in meetings, community events and workshops that provide information regarding agency programs, projects, and services; serves as the secondary media spokesperson in the 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.
- Seven (7) 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.
- All employees are required to provide proof of COVID-19 vaccination and booster shot. Employees may be exempt from the requirement with an approved exemption for medical or religious reasons.

COMPENSATION AND BENEFITS

The annual salary range is \$125,024 to \$162,531, 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 (member of CalPERS prior to 1/1/2013) - 2.5% at age 55 (employee contributes 3%)
 - New Member (under new PEPPA laws effective 1/1/2013) – 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 one (1) day per month.
- Holidays: 11 paid holidays, plus three (3) floating holidays, per year.
- Other benefits include transit subsidy, flexible spending accounts, tuition assistance, etc.



TO APPLY

To apply for this opportunity, please visit the Alameda CTC website at:

<https://www.alamedactc.org/get-involved/careers-jobs/>

Complete application packets must include a cover letter, resume, and application by email to: recruitment@alamedactc.org.

As an alternative, 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.

This recruitment will remain open until filled; however, candidates are encouraged to apply early in the process for optimal consideration. The submission deadline for the first review of resumes is October 30, 2022.

Alameda CTC is an equal opportunity employer encouraging workforce diversity and is committed to ensuring that no person is excluded from participation in, denied the benefits of, or discriminated against under its hiring activities on the basis of race, color, creed, sex, gender, religion, marital status, registered domestic partnership status, age, national origin or ancestry, physical or mental disability, veteran status, sexual orientation, gender identity/gender expression, or medical condition including genetic characteristics. Title VI of the Civil Rights Act of 1964 provides protections against discrimination based on race, color and national origin; and 49 United States Code Section 5332 provides additional protections against discrimination based on religion, national origin, sex, disability, or age.

Employment at Alameda CTC is at-will.

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

THIS PAGE IS INTENTIONALLY LEFT BLANK

