



# Job Description

## OFFICE OF THE EXECUTIVE DIRECTOR **Communications Coordinator**

*The San Francisco County Transportation Authority's is the sub-regional transportation planning and programming agency for San Francisco County. Our mission is to make travel safer, healthier, and easier for all. We plan, fund, and deliver local and regional projects to improve travel choices for residents, commuters, and visitors throughout the city.*

### **SUMMARY**

The Communications Officer assists with designing, planning, and implementing the Transportation Authority's agency-wide and project-specific communications, including marketing, media relations, and public relations projects and programs.

**Reports to:** Senior Communications Manager

**Exemption Status:** Full-Time, Exempt

### **ESSENTIAL DUTIES AND RESPONSIBILITIES**

#### **Strategic Communications:**

- Assists in providing communications and messaging support to Transportation Authority's Board of Commissioners and Transportation Authority management team, in conveying the mission, goals, and role of the agency to the public.
- Collaborates with others in developing and leading implementation of the Transportation Authority's communications plans and policies, including branding, messaging, and operating standards and protocols. Provides support to Board leadership, coordinating with partner agencies and community organizations.
- Cooperates in the development and dissemination of key messages for the Transportation Authority and agency -wide communication initiatives; plans and develops paper and electronic publications and other communications, including talking points, brochures, newsletters, annual reports, press releases, social media posts, advertisements, and publications; collaborates in overseeing design, production, printing, and distribution of all print and electronic materials.
- Provides assistance in reviewing and leading quality control for key agency materials, reports, and communications.
- Aids in establishing and developing new avenues of communication with the public and community groups; support ongoing communication and cooperation with community organizations and associations, including ethnic, low-income, or other hard-to-reach groups, served by the Transportation Authority.

#### **Community and Media Relations**

- Contributes to building and maintaining relationships with media and editorial contacts, agency partners and stakeholders, including a broad range of civic, neighborhood, and advocacy organizations.



**Agency Operational Support:**

- Provides assistance in communications guidance and support to Transportation Authority staff and project managers: reviewing major deliverables and outreach materials; researching and advising on emerging and innovative outreach and public involvement techniques applicable to planning or project development activities; and facilitating staff training, as needed.
- Supports management team and Clerk of the Board in management of the Transportation Authority's Board operations, agency work program, and special projects; providing support to Clerk or project managers, in communication with the agency's various Citizens Advisory Committee members; and assisting with responses to public information requests and inquiries.
- Supports management team and staff with legislative and governmental affairs, as needed.

**SUPERVISORY RESPONSIBILITIES:**

May supervise interns and external consultant teams.

**MINIMUM QUALIFICATIONS:**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily.

**Training and Experience:** Completion of a bachelor's degree in appropriate disciplines, such as public relations, journalism marketing, communications, or a closely related field from an accredited university is required. One (1) year of experience in coordinating communications and marketing, media relations, and/or community outreach programs. An equivalent combination of education and experience is acceptable.

**Knowledge:** Knowledge of principles and practices of communications and marketing, media relations, public speaking, and community engagement programs. Basic principles and practices of graphic design and print production, including an understanding of design concepts and application. Knowledge of principles, practices, and techniques in using social media tools and applications.

**Skills and Abilities:** Strong writing, public presentation skills, and public speaking for a wide variety of audiences, including elected officials, technical staff, and the public; advanced writing and editing skills for a variety of communications media, including memoranda, reports, resolutions, plans, and outreach materials; basic design and graphics expertise; strong project, program, and relationship-building skills; stakeholder and crisis management skills, including consultant contract oversight; ability to work effectively under stressful situations involving tight deadlines, as well as confrontation and conflict; plan, research, organize, coordinate, and implement a variety of communications and marketing, media relations, and community outreach related activities and programs; operation of modern office equipment, including computer equipment and specialized software applications; and proficiency with social media platforms, including Twitter, Facebook, Instagram; and basic knowledge of content management systems such as MailChimp, Drupal, etc.

**Physical Demands and Work Environment:** The physical demands and work environment are characteristic of modern office work and include moderate noise (examples: business office with computers and printers, light traffic), and are representative of those an employee encounters while performing the essential functions of this job. Ability to travel on occasion.

*The above is intended to describe the general content of and requirements for the performance of this job. It is not to be construed as an exhaustive statement of duties, responsibilities or physical requirements. Nothing in this job description restricts management's right to assign or reassign duties and responsibilities to this job at any time. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*