



Job Description

EXECUTIVE DIVISION Director of Communications

The San Francisco County Transportation Authority 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 Director of Communications leads and manages all communications initiatives including integration and maintenance of agency communications assets and supports all divisions and project-level public outreach activities.

Reports to: Executive Director

Exemption Status: Full-Time, Exempt

ESSENTIAL DUTIES AND RESPONSIBILITIES

Strategic Communications

- Oversees communications and messaging support to Board and Transportation Authority management team, in conveying the mission, goals and role of the agency to the public.
- Oversees implementation of the Transportation Authority's communications plans and policies, including branding, messaging and operating standards and protocols. Liaise with Board leadership, coordinates with partner agencies and community organizations and engage staff in initial plan development and subsequent updates and revisions.
- Develops and disseminates key messages for the Transportation Authority; plans and develops paper and electronic publications and other communications materials, including talking points, brochures, newsletters, annual reports, press releases, advertisements, and publications; oversees design, production, printing, and distribution of all print and electronic materials.
- Oversees quality control for key agency materials, reports, and communications.
- Establishes and develops new avenues of communication with the general public and community groups; develops methods, techniques, and materials to establish and maintain ongoing communication and cooperation with community organizations and associations served by the Transportation Authority, including ethnic and low-income or other hard-to-reach groups.

Community and Media Relations

- Directs agency-wide communications initiatives including marketing, media relations, community engagement programs and special events.
- Oversees all major agency communications assets including agency website and social media sites, marketing materials, and outreach and contacts databases.
- Builds and maintains relationships with media and editorial contacts; manages media list; responds to media inquiries and manages consultants and Transportation Authority staff as needed. Includes traditional as well as new/social media and ethnic and neighborhood level outlets and organizations.
- Builds and maintains relationships with agency partners and stakeholders including a broad range of civic, neighborhood and advocacy organizations.



Agency Operational Support

- Provides communications guidance and support to Transportation Authority staff and project managers; reviews major deliverables and outreach materials; researches and advises on emerging and innovative outreach and public involvement techniques applicable to planning or project development activities; and facilitate staff training as needed.
- Support management team and Clerk of the Board in management of the Transportation Authority's Board operations, agency work program and special projects; provide support to Clerk or project managers in communicating with the agency's various Citizens Advisory Committees; assist with responses to public information requests and inquiries.
- Supports management team and Policy and Programming Division with legislative and government affairs as needed.

SUPERVISORY RESPONSIBILITIES:

Supervises graphic designer, internal communications team, and external consultants.

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, communications, business administration or a closely related field from an accredited university is required. Six (6) years of progressively responsible experience in coordinating communications and marketing, media relations, and/or community outreach programs. At least two (2) years must be in a supervisory or managerial role. 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. Advance principles and practices of graphic design and print production, including an understanding of design concepts and application. Advance principles and practices of budget development, administration, and accountability. 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.

**Annual Compensation Range: \$143,842 - \$198,504..... Adopted July 26, 2022
Resolution 23-06**