



ASSISTANT GENERAL MANAGER, EXTERNAL AFFAIRS

JC: ZF117
PB: 14
FLSA: Exempt

BU: 95 (NR)
Created: September 2013
Updated: June 2019

*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 direction, provides strategic leadership and direction in the execution of long-term and short-term plans of the Office of External Affairs; provides highly responsible and complex management and policy support to the General Manager; plans, directs, manages and oversees the activities and operations of the Office of External Affairs including the Government and Community Relations, Customer Services Communications, and Marketing and research departments and divisions; coordinates assigned activities with other executive staff, departments and outside agencies; performs related duties as assigned.

CLASS CHARACTERISTICS

This executive level classification manages, through subordinate department heads, division managers and supervisors, all activities related to government and community relations, customer services, communications, and marketing and research, and is accountable for accomplishing departmental goals and objectives and for furthering District goals and objectives within general policy guidelines. This classification is distinguished from the Director of Communications in the latter is manages, through subordinate staff, all activities and operations of all communications programs.

REPORTS TO

General Manager or designee.

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

1. Assumes full management responsibility for all executive office services and activities including Government and Community Relations, Customer Services, Communications, and Marketing and Research departments and divisions; oversees and participates in the development of policies and procedures.
2. Oversees the development and implementation of executive office and assigned department goals, objectives, policies and priorities for each assigned service area.
3. Provides leadership in developing and executing plans to increase ridership, including identifying and addressing issues of interest and concerns to customers.

Assistant General Manager, External Affairs

Page 2

4. Provides strategic leadership in the execution of long and short-term plans as they relate to legislation at both the state and the federal level that affects the transportation industry, especially in funding and related areas at both the state and federal level.
5. Establishes, within District policy, appropriate service and staffing levels; monitors and evaluates the efficiency and effectiveness of service delivery methods and procedures; allocates resources accordingly.
6. Oversees through department management staff, the delivery of services for the Office of External Affairs; works with key staff to identify and resolve problems.
7. Assesses and monitors work load, administrative and support systems, and internal reporting relationships; identifies opportunities for improvement; directs and implements changes.
8. Selects, trains, motivates and evaluates assigned personnel; provides or coordinates management staff training; works with employees to correct deficiencies; implements discipline and termination procedures.
9. Oversees and participates in the development and administration of the budget for assigned departments; approves the forecast of funds needed for staffing, equipment, materials and supplies; approves expenditures and implements budgetary adjustments as appropriate and necessary.
10. Explains, justifies and defends assigned departmental programs, policies and activities; negotiates and resolves sensitive and controversial issues.
11. Represents the Office of External Affairs to other executive staff, departments, elected officials and outside agencies; coordinates assigned activities with those of other departments and outside agencies and organizations.
12. Provides staff assistance to the General Manager; provides assistance in the development and modification of District short and long-range plans.
43. Participates on a variety of boards, commissions and committees; prepares and presents staff reports and other necessary correspondence.
14. Monitors developments and legislation related to assigned areas of responsibility; evaluates impact on District operations, recommends and implements policy and procedure improvements.
55. Attends and participates in professional group meetings; stays abreast of new trends and innovations in the fields of community relations and marketing.
66. Responds to and resolves difficult and sensitive citizen inquiries and complaints.

QUALIFICATIONS

Knowledge of:

Assistant General Manager, External Affairs

Page 3

- Operations, services and activities of a comprehensive external affairs program including the areas of government, community and public relations, customer services, marketing, performance research and access planning
- Principles and practices of strategic business development
- Principles and practices of contract administration
- Principles and practices of community and government relations program development, implementation and administration
- Principles and practices of planning, marketing and advertising program development, implementation and administration
- 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/Ability in:

- Managing and directing a comprehensive external affairs program
- Developing and administering executive office and assigned departmental goals, objectives and procedures
- Analyzing and assessing programs, policies and operational needs and making appropriate adjustments
- Identifying and responding to sensitive community and organizational issues, concerns and needs
- Planning, organizing, directing and coordinating the work of lower level staff
- Delegating authority and responsibility
- Selecting, supervising, training and evaluating staff
- Analyzing problems, identifying alternative solutions, projecting consequences of proposed actions and implementing recommendations in support of goals
- Researching, analyzing and evaluating new service delivery methods and techniques
- Preparing clear and concise administrative and financial reports
- Preparing and administering large and complex 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

MINIMUM QUALIFICATIONS

Education:

Bachelor's degree in Business Administration, Public Administration or a closely related field from an accredited college or university.

Experience:

Nine (9) years of (full-time) professional verifiable experience in marketing, government or /public relations program administration or related experience which must include at least four (4) years of management responsibility and experience with working with the legislative process at either the local, regional, state or federal level.

Substitution:

Additional professional experience as outlined above 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:

Requires maintaining physical condition necessary for walking, standing or sitting for prolonged periods of time.

BART EEO-1 Job Group: 0500 – Executives/Managers
Census Code: 0020 – General and Operations Management
Safety Sensitive: No