



DIRECTOR OF COMMUNICATIONS

JC: XF142
PB: 12
FLSA: Exempt

BU: 95 (NR)
Created: May 2002
Revised: 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 general direction, directs media and public relations for BART; serves as chief spokesperson and answers stakeholders' questions; coordinates interviews, fact checks, directs filming, writes press releases, pitches stories, and plans press conferences; reviews news stories and social media posts for accuracy and tone; provides highly responsible and complex administrative support to the Assistant General Manager, External Affairs; and performs related duties as assigned.

CLASS CHARACTERISTICS

This is a director-level classification fully responsible for the administration and management of a major department. Classifications at this level generally guide operations through the establishment of objectives, policies, rules methods and standards and manages, through subordinate staff, all activities and operations of the department. The incumbent advises the General Manager and other staff on news management and the handling of sensitive policy issues and manages situations with public relations implications. This classification is distinguished from the Assistant General Manager, External Affairs in that the latter has responsibility for all activities and operations of the office of External Affairs.

REPORTS TO

Assistant General Manager, External Affairs or his/her designee.

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

1. Assumes full management responsibility for Media Relations and Public Relations activities including setting guidelines for media relations, handling sensitive policy issues, and overseeing the development of public information and other communications programs; recommends and administers policies and procedures.
2. Manages the development and implementation of departmental goals, objectives, policies and priorities for each assigned service area.
3. Plans and produces all social media and digital communication replying to the public, setting up and making adjustments to the platforms, monitoring what people are saying about BART, approving content, videos and scripts.

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4. Manages of all bart.gov content and website decisions, passenger bulletins, brochures, maps, project signs, informational campaigns, new apps and Trip Planner.
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. Plans, directs, and coordinates, through subordinate level staff, the Communications Department's work plan; assigns projects and programmatic areas of responsibility; reviews and evaluates work methods and procedures; meets with key staff to identify and resolve problems.
7. Assesses and monitors workload, administrative and support systems, and internal reporting relationships; identifies opportunities for improvement; directs and implements changes.
8. Advises the General Manager, board members, and other management staff on news management and handling sensitive policy issues; plans Editorial Review Board meetings with media organizations.
9. Manages situations with public relations implications; responds to, and coordinates staff response to, emergency and critical situations.
10. Develops policy guidelines and recommends District position on specific public issues; responsible for directing and reviewing press releases, speeches, newsletters, and articles developed by staff; communicates with members of media and the public regarding issues of relevance to the District.
11. Selects, trains, motivates and evaluates assigned personnel; provides or coordinates staff training; works with employees to correct deficiencies; implements discipline and termination procedures.
12. Oversees and participates in the development and administration of the department budget; approves the forecast of funds needed for staffing, equipment, materials and supplies; approves expenditures and implements budgetary adjustments as appropriate and necessary.
13. Explains and defends departmental programs, policies and activities; negotiates and resolves sensitive and controversial issues.
14. Representing the Communication Department coordinates assigned activities with those of other departments and outside agencies and organizations.
15. Provides staff assistance to the Assistant General Manager, External Affairs; participates on a variety of boards, commissions and committees; prepares and presents staff reports and other necessary correspondence.
16. Attends and participates in professional group meetings; stays abreast of new trends and innovations in the field of public relations.
37. Responds to and resolves difficult and sensitive citizen inquiries and complaints.

QUALIFICATIONS

Knowledge of:

- Operations of a comprehensive communications program.
- Principles and practices of communications program development and administration.
- Methods and techniques of developing and implementing comprehensive media relations programs.
- Website content management systems.
- Principles of mass communication systems, branding, visual and graphic display and tools.
- Filming production needs.
- Policies and procedures governing the release of information to the general public.
- Principles and practices of policy development and administration.
- Use of media for effective public information program communications.
- Principles and practices of budget preparation and administration.
- Principles of supervision, training and performance evaluation.
- Related Federal, State and local codes, laws and regulations.
- Operating office equipment including computers and supporting word processing spreadsheet and other software applications.
- Methods and techniques of developing and implementing effective community outreach and communications programs.

Skill in:

- Managing a comprehensive communications program.
- Developing and implementing communications policies and guidelines.
- Managing situations impacting public relations.
- Developing and administering departmental goals, objectives and procedures.
- Analyzing and assessing policies and operational needs and making appropriate adjustments.
- Identifying and responding to sensitive community and organizational issues, concerns and needs.
- Delivering public information using traditional and digital applications.
- Managing filming and expressive activity permits.
- Planning, organizing, directing and coordinating the work of lower level staff.
- Delegating authority and responsibility.
- Selecting, supervising, training and evaluating staff.
- Researching, analyzing and evaluating new service delivery methods and techniques.
- Preparing complex reports, correspondence, speeches and committee reports.
- 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.
- Reviewing analytics and escalating trends to executives.
- Teaching employees how to use the platforms and best practice.

MINIMUM QUALIFICATIONS

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Education:

Bachelor's degree in journalism, marketing, public relations, communications, or a closely related field from an accredited college or university.

Experience:

Seven (7) years of (full-time equivalent) verifiable professional communications, public or media relations experience which must have included at least three (3) years of management responsibility.

Substitution:

Additional professional experience as outlined above may be substituted for the education on a year-for-year basis. A college degree is preferred.

Other Requirements:

Must be able to work overtime, on-call, weekends and be able to travel.

WORKING CONDITIONS

Environmental Conditions:

Office environment; exposure to computer screens;_field environment; construction site environment; exposure to heat, cold, moving vehicles, electrical energy and inclement weather conditions.

Physical Conditions:

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

BART EEO-1 Job Group: 0500 – Executives/Managers
Census Code: 0430 – Miscellaneous Managers
Safety Sensitive: No