



MANAGER OF MEDIA RELATIONS

JC: 000293

PB: 8

FLSA: Exempt

BU: 95 (NR)

Created: July 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, manages and administers the District's media relations program including website and social media platforms; performs related duties as required.

CLASS CHARACTERISTICS

This classification directs, through subordinate professionals, one or more areas and is accountable for developing and promoting the accomplishment of Departmental goals and objectives as applicable to their respective areas of accountability. This classification is distinguished from the Director of Marketing and Research in the latter plans, directs, manages, and oversees the activities and operations of the department.

REPORTS TO:

Director of Marketing and Research or designee.

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

1. Manages and administers the operations and activities of the District's Media Relations Department including website and social media platforms; schedules special campaigns and media events to attract followers and subscribers; manages co-promotional partnerships and negotiates agreements to increase BART off-peak ridership.
2. Selects favorable distribution locations, frequency and times to promote ticket programs.
3. Oversees travel and tourism advertising; leverages partnerships to maximize awareness of BART airport services and increases sales of BART airport fare instruments.
4. Determines purchase, placement and creative development of advertising media.
5. Provides marketing support for other BART department.
6. Supports all BART department initiatives using print, radio and digital projects.

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7. Makes recommendations for action and assists in the development and implementation of policies, procedures, goals and objectives.
8. Conducts a variety of organizational, operational and analytical studies and investigations; recommends modifications to existing programs, policies and procedures as appropriate prepares a variety of formal reports.
9. Monitors the efficiency and effectiveness of service delivery methods and procedures; recommends, within department policy, appropriate service and staffing levels.
10. Participates in the development and administration of an assigned budget; forecasts funds needed for staffing, equipment, materials and supplies; monitors and approves expenditures; recommends adjustments as necessary.
11. Directs, coordinates and reviews the work of staff and outside contractors; serves as liaison between departments and executive offices to ensure program and project implementation within budget.
12. Directs, coordinates and reviews the planning, development and implementation of contracts and administration of management procedures and internal control mechanisms; ensures the cost effective and efficient use of staff and resources in accomplishing goals and objectives.
13. Directs and ensures timely response to legislative, media and community requests; Develop and implement legislative changes to existing State statutory regulations.
14. Plans, prepares and coordinates the preparation of reports including recommendations to the Board of Directors, committees and other management staff.
15. Plans and coordinates staff meetings regarding assigned projects and programs; schedules meetings and prepares agendas; arranges facilities; notifies participants.
16. Oversees labor issues and grievances; may prepare and handle grievance hearings and related matters; may direct negotiations with the Union on labor issues; may search for agreement and settlement on contractual disputes and complaints.
17. Composes, compiles and prepares correspondence, reports and documents; reviews finished materials for completeness, accuracy and compliance with District policies and procedures; may oversee the maintenance of accurate records and files.
18. Serves as the liaison within the District and with outside agencies; provides solutions and methodologies for effective support to District operations; negotiates and resolves sensitive and controversial issues.
19. Explains, justifies and defends programs, policies and activities in assigned areas of responsibility.
20. Selects, trains, motivates and evaluates assigned personnel; provides or coordinates staff training;

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works with employees to correct deficiencies; implements discipline and termination procedures; manages part-time staff for dedicated to travel and tourism.

QUALIFICATIONS

Knowledge of:

- Methods and techniques of research and analysis
- Principles and practices of project coordination and management
- Methods and techniques of policy analysis and development
- Principles of strategic planning and public outreach
- Principles and practices of contract administration
- Principles of budget preparation and control
- Principles and practices of business math, accounting and budgeting
- English usage, spelling, grammar and punctuation
- Principles of supervision, training and performance evaluation
- Related Federal, State and local laws, codes and regulations

Skill/Ability in:

- Performing professional level administrative support services
- Selecting, supervising, training and evaluating staff
- Participating in the development and administration of division goals, objectives and procedures
- Overseeing the work of contracted consultants and plan administrators
- Preparing and administering large program budgets
- Preparing clear and concise administrative and financial reports
- Managing large-scale projects
- Overseeing the maintenance of District personnel files and records
- 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
- Interpreting and applying 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 Communications, Marketing, Public Administration, or a related field from an accredited college or university.

Experience:

Five (5) to seven (7) years of professional verifiable experience in marketing, communications or related experience.

Substitution:

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

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WORKING CONDITIONS

Environmental Conditions:

Office environment; exposure to computer screens.

Physical Conditions:

May require maintaining physical condition necessary for sitting for prolonged periods of time.

BART EEO-1 Job Group: 0500 – Executives/Managers

Census Code: 0100 – Administrative Managers

Safety Sensitive: No