



**Manager of Media Affairs and Strategic Initiatives - DRAFT**

| Class Code | FLSA Status | EEO-CAT                        | Rep Status    | Salary Grade | Effective Date | Resolution Number |
|------------|-------------|--------------------------------|---------------|--------------|----------------|-------------------|
| 106        | Exempt      | EEO4-Officials -Administrators | Unrepresented | 12           | 10/26/2022     | 22-042            |

**DEFINITION:** Under administrative general-directions supervision, maintains primary responsibility for the District's media affairs, public relations, and internal communications activities and staff; plans, directs, organizes, and manages the operations of the assigned work unit; contributes to the development and oversees the implementation of policies, goals objectives, and short and long-range strategic plans; leads and coordinates complex projects, and develops and administers the budget for the area to which assigned. Incumbents in the role coordinate the activities of the work unit with those of other District departments/divisions, and outside entities acts as AC Transit's media spokesperson, organizes and moderates press conferences, writes and delivers speeches and press briefings for all forms of media; develops the District's multi-media communications objectives and strategy, to deliver consistent, cohesive, and integrated messaging internally and externally. This is an unrepresented, at-will classification.

This classification is distinguished from other District classifications in that the incumbent in this position reports directly to the General Manager providing leadership and management of the media affairs, public relations, and internal communication functions along with a variety of administrative, coordinative, analytical, and liaison capacities.

**REPORTS TO:** An assigned Assistant General Manager, and the Deputy General Manager, or designee.

**REPRESENTATIVE FUNCTIONS may include but are not limited to the following:**

- Plans, organizes, and manages the work of professional and technical staff supporting the District's media affairs, public relations, and internal communications activities; selects, trains, develops, mentors, and guides staff in achieving goals and objectives; coaches and develops employees; provides constructive feedback on performance; reviews and evaluates work; counsels and implements personnel actions including the implementation of disciplinary action as needed.
- Develops the District's multi-media communication objectives and strategy; develops consistent, cohesive, and integrated messaging to align with the District's mission; develops policies and procedures and provides training to District staff on internal and external communications to ensure compliance with District policies and procedures.
- Establishes short and long-range strategy, objectives, work plans, and program priorities for the work unit.
- Manages and participates in the development and administration of the work unit's annual budget; directs the forecast of additional funds needed for staffing, equipment, materials, and supplies; directs the monitoring of and approves expenditures; directs and implements adjustments as necessary.
- Participates and contributes to the District's strategic plan; sets goals and develops policies, procedures, and protocols for the area to which assigned to support the District's overall strategic goals and objectives.
- Serves as the District's chief media spokesperson and is the primary media contact in routine, exceptional, and emergency situations; manages the media interaction and public relations communication in crisis situations; develops responses to complex and sensitive public inquiries; coordinates and distributes information to broaden public awareness of District programs and priorities; organizes and moderates press conferences; produces and delivers speeches and press briefings for a variety of media outlets and information platforms.
- Reviews, edits, and/or produces news releases; responds to live and written media inquiries; holds planned and impromptu press conferences; speaks to representatives of various local and national media outlets; provides live on-camera television and radio interviews, and print briefings, and interviews.
- Engages, develops, and manages relationships with media professionals; proactively initiates media opportunities to increase visibility and awareness of District programs and special events with key stakeholders.



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- Serves as a liaison with other agencies and community partners; collaborates on special projects and events to promote the District's programs and services.
- Develops and/or oversees the development of an electronic communication strategy including establishing and maintaining the District's social media presence to advance awareness and visibility of the District's priorities and programs; develops internal training for District staff.
- ~~Serves as the District's spokesperson and primary media contact in routine, exceptional, and emergency situations. Holds planned and impromptu press conferences; speaks to representatives of various local and national media outlets; and provides live on-camera television, radio, and print briefings and interviews.~~
- Develops and implements internal communication strategy and provides timely delivery of relevant information to District staff.
- Attends Board and Executive Staff meetings; provides expert advice, consultation, and guidance to diverse audiences including the District's Board of Directors, executive leadership, and District staff; consults and advises District staff on the form and content of speeches, talking points, written materials, and marketing campaigns to ensure consistent messaging.
- Manages strategic public relations, ~~and~~ media initiatives and internal communication, and special projects internally and externally, including the development of written, verbal and visual communications, such as creative messaging, informative and educational videos, commercials, radio spots, graphics and other media-related content.
- Creates strategic communications and responses on behalf of the Board of Directors, Board Officers and executive staff; provides guidance on possible outcomes of responses and courses of action.
- ~~Develops and manages the District's overall media strategy, establishes and maintains timing and consistency with the Critical Business Objectives (CBOs) of the unit, and coordinates CBOs with those of the Marketing and Communications Director.~~
- ~~Develops and implements comprehensive outreach strategies to effectively disseminate information to all media; establishes and maintains a database of national, state, regional, local, and community media contacts; and maintains ongoing professional relationships with members of the media.~~
- ~~Writes and prepares news releases, media advisories, publications, articles, and memoranda in print, video, and web-based media for a wide variety of both external and internal audiences, including special announcements and bulletins regarding District service changes.~~
- ~~Administers the dissemination of news and information on the District's internal and external websites and provides news content and up-to-date posting of information.~~
- ~~Maintains ongoing communication with the Customer Services Manager, Web Content Coordinator, and other concerned District staff to ensure the successful distribution of web-based news and information.~~
- ~~Participates in the development of the District's marketing strategies and maintains ongoing communication with the Marketing and Community Relations Manager, and staff.~~
- ~~Develops and implements effective strategies and procedures to keep District staff informed of AC Transit news, statistics, facts, and figures as well as relevant transit industry and governmental news and information. Ensures the timely dissemination of information to staff through the internal website, email, and other media.~~
- ~~Holds planned and impromptu press conferences; speaks to representatives of various local and national media outlets; and provides live on-camera television, radio, and print briefings and interviews.~~
- ~~Represents the District in both public and private meetings, as required.~~
- ~~Manages special media outreach projects, establishes project budgets and monitors expenditures.~~
- ~~Plans and coordinates events targeted to the general public, community interest groups, and internal District employees.~~
- Attends Board of Directors and Executive Staff meetings as needed, and provides input and recommendations regarding media and public relations. Prepares, reviews, and presents staff reports, various management and information updates, and reports.
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- ~~• Uses state-of-the-art photographic and video recording equipment to illustrate and accompany information disseminated for video, print, and other media.~~
- Maintains and uses a variety of files and records including archives of video, film, and audio recordings.
- ~~• Establishes the budget of the Media Affairs unit, and monitors expenditures.~~
- ~~• May review and approve the written, graphic, or recorded work of Marketing and Communications staff and proofread for accuracy, content, and readability, as required.~~
- ~~• May supervise staff on an ad-hoc or regular basis, and assign and review work product, as required.~~
- Performs related duties as required.

### MINIMUM QUALIFICATIONS

**Knowledge of:** ~~Journalistic principles and practices~~ ~~Methods and techniques of journalism~~, including copy writing and editing; the fundamentals of mass media and public relations; the technology and operational procedures of video, print, and other news media; the principles and practices of public speaking; principles, techniques and methods of preparing information, news releases, and instructional materials including graphics and written copy; current office procedures; currently used software for word processing, presentation, databases, and email at an advanced level of proficiency; research methods including data verification techniques and statistics; proper English usage, spelling, grammar, syntax, and punctuation; ~~and~~ the principles and practices of media records management; techniques for effectively representing the District in contacts with governmental agencies, community groups, and various business, professional, regulatory, and legislative organizations; principles of supervision, motivation, team building, training, and conflict resolution; District socioeconomic and cultural demographics; methods and techniques of communicating with diverse populations; methods and techniques of assessing community needs in assigned program area; techniques for providing a high level of customer service by effectively working with the public, vendors, contractors, and District staff.

**Ability to:** Quickly analyze emergencies/crises and other circumstances requiring media ~~interaction~~contact; think proactively, devise situational media strategies, deliver briefings, and answer questions appropriately without prepared notes or scripts under sudden media scrutiny and time pressure for the public record; meet deadlines; principles and methods of establishing and maintaining strong public relations; devise ongoing and long-term media strategies; ~~and maintain consistency with the CBOs of the District; develop~~, prepare, stage, and moderate complex press and media events; communicate articulately and extemporaneously both verbally and in writing in order to communicate ideas and concepts accurately, concisely, and in a compelling manner; quickly learn and proficiently use ~~newly developed~~ software for word processing, presentation, and databases ~~as required by the demands of the job~~; stay abreast of current and evolving technologies in web-based, broadcasting, and other media; understand and apply learn pertinent laws and regulations regarding public transit; coordinate with other departments, including the Legal department on matters pertaining to litigation or potential litigation; assign work, supervise, motivate, and assess work product of assigned staff as required; ~~and~~ establish and maintain effective working relationships with those encountered in the course of work using principles of excellent customer service.

**Education:** Equivalent to a bachelor's degree from an accredited college or university. Equivalent to a b~~Bachelor's degree in journalism, broadcasting, communications, government, public affairs, public administration, public or community relations, political science, sociology, the social sciences, or a related field. Relevant experience can be substituted for the required education on a year-for-year basis.~~



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**Experience:** ~~SixFour (64)~~ years in the development and ~~dissemination~~~~istribution~~ of news and/or information. ~~Examples of relevant fields include, but are not limited to journalist, broadcaster, media spokesperson, community relations, public relations, public affairs, public policy, web content, and/or advertising professional. Desired: Professional experience writing and posting web content; and bilingual abilities and experience serving as a spokesperson for an organization addressing controversial and non-controversial subjects. Additional education, such as a graduate degree from an accredited college or university, may be substituted for the experience requirement on a year-for-year basis.~~

**License and Certification(s):** ~~None.~~

**Physical Requirements:** ~~Must maintain the physical condition necessary to perform tasks in an office setting operating a personal computer, keyboards, and other peripheral equipment.~~

**Special Requirements:** ~~Must be able to work outside regular business hours as required by the demands of business, to meet deadlines, and to attend external meetings and events.~~

Established Date: 12/08/2004 (Res. #04-2149)

Revision Date: (Res. #)