

Ventura County Transportation Commission
Job Description

Program Manager - Government and Community Relations

Definition

Under general direction, performs professional level government and community relations programming in the region; plans, organizes, and implements a comprehensive government relations communication program, and public outreach program in support of VCTC projects and programs; represents VCTC's positions to special interest groups and local, state, and federal agencies, legislators, and lobbyists. Informs stakeholders and the public of the activities and objectives of VCTC; and provides highly responsible and complex administrative support to Executive Director. The Program Manager works closely with other departments and Commission members; and does related work as required.

Distinguishing Characteristics

This is a single-position management-level classification reporting to the Executive Director, and has primary responsibility for the overall government and community relations, customer service, outreach, marketing and research, and media and public affairs activities. This position exercises independent judgment and discretion in formulating, managing, and overseeing the Agency's community relations programs. It is distinguished from the next higher level position of department head, in that the latter has greater responsibility for a wider variety of programs and functions.

Typical and Important Duties

Duties may include, but are not limited to, the following:

- Manages, oversees, coordinates, and participates in the operations and activities of the Agency's public outreach and marketing program.
- Manages public information activities including: media relations, VCTC website, social media presence and various other channels of broad and targeted communications.
- Manages and directs the development and implementation of media programs or campaigns designed to keep the public informed of VCTC's projects, accomplishments and objectives.
- Manages VCTC's public relations, communications and public outreach programs to promote understanding of VCTC's programs, projects and activities.
- Researches, organizes, develops, updates and edits informational material including, but not limited to: technical documents, web pages, social media, newsletter and other publications, public notices, news releases, presentation, advertising scripts and materials.
- Attends and presents at council meetings, public hearings and before transportation special interest groups at the regional, state, and national levels.
- Directs and evaluates the work of contract lobbyist at the state level to influence state decisions affecting transportation.

- Researches, writes, and edits various publications and outreach materials, including press releases, media alerts, photos, internal communications, online communications, social media, brochures, and other materials in support of project initiatives.
- Establishes and maintains liaison, communication, and cooperation with a wide range of citizens groups and individuals, organizations, associations, and appropriate governmental bodies to achieve VCTC goals and objectives.
- Prepares and updates VCTC's Public Participation Plan.
- Receives inquiries from, and provides information to the public regarding a wide variety of topics and successfully communicates with a variety of audiences as they relate to VCTC's programs and projects.
- Responds to difficult and sensitive public inquiries and complaints and assists with resolutions and alternative recommendations.
- Participates in the development and implementation of goals, objectives, policies, and priorities for communications and public outreach programs.
- Serves as the Agency's public information officer and as the primary media contact; refers specific issues to appropriate staff; coordinates and disseminates information to the media and others, as applicable; writes and reviews press releases; coordinates and plans a variety of public events, including media events, ground breakings, and ribbon cutting activities.
- Represents VCTC to the professional community, including making oral and graphic presentations or preparing materials for presentation to the Commission, committees, staff, and interested groups related to government and community relations issues.
- Collaborates with other managers and staff members in order to formulate and implement policies, procedures, goals, and objectives.
- Represents the Agency in meetings with other governmental agencies; makes presentations before commissions, boards, professional organizations, business organizations, community organizations, and the general public.
- Performs related duties and responsibilities as assigned.

Experience and Education

Any combination of experience and education that would provide the required knowledge, skills, and abilities would be qualifying. A typical way to obtain the knowledge, skills, and abilities would be:

Experience: Five years of progressively more responsible professional-level, public agency experience in a public information role, performing government and community relations, outreach, research, strategic planning, and advocacy at the state and/or federal level.

Education: A bachelor's degree from an accredited college with major coursework in business administration, public administration, journalism, communications, public relations, political science, public policy, political science or a related field.

Job-Related Qualifications

Knowledge of:

- Principles, practices, and processes of government relations, legislative actions at the local, state and federal levels and policy development.
- Communications and public outreach program goal setting, development, implementation, and evaluation.
- Principles and practices of public and community relations, advocacy, mass communications, media, written and oral communication, including press release procedures.
- Methods and techniques of public speaking and presentation techniques.
- English usage, grammar, spelling, vocabulary, and punctuation.
- Basic principles and practices of budget development, administration, and accountability.
- Applicable federal, state, and local laws, regulatory codes, ordinances, and procedures related to assigned area of responsibility.
- Recent and on-going developments, current literature, and sources of information related to government relations and legislative programs.
- Techniques for effectively representing VCTC in contacts with governmental agencies, community groups, and various business, professional, educational, regulatory, and legislative organizations.
- Techniques for providing a high level of customer service by effectively dealing with the public, vendors, contractors, and VCTC staff.
- Practices of researching issues, evaluating alternatives, making sound recommendations, and preparing and presenting effective staff reports.
- Current organizational priorities, projects, opportunities and political dynamics affecting the organization.
- Standard administrative practices and procedures, including the use of modern office procedures, standard computer software systems and equipment.

Ability to:

- Plan, research, organize, coordinate, and implement comprehensive government relations and legislative, as well as communications and public outreach programs services suited to the needs of the community and VCTC.
- Deal tactfully and effectively with the public media and representatives of the community.
- Develop effective outreach strategies and campaigns; work effectively with diverse groups of different ages and various socio-economic backgrounds; listen to and discuss problems and complaints tactfully.
- Administer multiple social media accounts, including Facebook, Instagram, and Twitter and the ability to design and manage social media campaigns.
- Manage basic website maintenance tasks.
- Interpret, apply, explain, and ensure compliance with federal, state, and local policies, procedures, laws, and regulations.
- Conduct complex research projects, evaluate alternatives, make sound recommendations, and prepare effective staff reports.

- Use tact, initiative, prudence, and independent judgment within general policy, procedural, and legal guidelines.
- Plan, research, organize, manage, and implement public outreach programs services suited to the needs of the community and VCTC.
- Build consensus and coalitions and lead a diverse group toward common goals.
- Assess current organizational, project and political issues and strategize appropriate plans and actions.
- Implement, monitor, evaluate and adjust strategic plans.
- Recommend and implement goals, objectives, and practices for providing effective and efficient services.
- Demonstrate sound professional judgment, reason logically, and think creatively.
- Communicate effectively in writing, orally, and with others to assimilate, understand, and convey information, in a manner consistent with job functions.
- Prepare and present clear, effective, and accurate reports, correspondence, policies, procedures, and other oral and written materials.
- Establish and maintain effective relationships with those contacted in the course of the work.
- Represent the Agency effectively in contacts with elected and other officials, representatives of other agencies, and the public, occasionally in situations where relations may be difficult or strained.
- Organize own work, set priorities, meet critical deadlines, and follow-up on assignments with a minimum of direction.
- Work in a safe manner modeling correct Agency safety practices and procedures.

Skill in:

- Using a personal computer and associated applications.

Licenses and Certificates

All licenses and certificates must be maintained as a condition of employment.

- A valid appropriate California driver's license may be required.
- Maintain a satisfactory driving record.

Special Requirements

Essential duties require the following physical skills, abilities, and work environment:

Physical Skills: Able to use standard office equipment, including a computer and other electronic equipment; arm, hand, finger, wrist, leg, or foot motion repetitively; firmly or lightly grasp items as needed; sit for prolonged periods; stand, walk, kneel, and maintain sustained posture in a seated or standing position for prolonged periods of time; vision to read printed materials, a computer screen, and to work in a typical office environment; hearing and speech to communicate in person, over the telephone, and to make public presentations; lift and carry 30 pound boxes, files, and materials.

Ability to: Travel to different sites and locations; drive safely to different sites and locations; occasionally works protracted and irregular hours and evening meetings or

work unusual hours for meeting attendance or participation in specific projects or programs.

Work Environment: Mobility to work in a typical office setting.

Approved:	February 2020
Revision Dates:	
Former Titles:	
Status:	Exempt/Mid-management
ADA Review:	
DOT:	No
Physical:	No