

## **PUBLIC AFFAIRS DIRECTOR**

This position leads the Public Affairs team by coordinating the both community outreach and communications activities/services for the Metro Gold Line Foothill Extension Construction Authority. S/he will set direction for external communication, including media relations, and community relations both in-house and with the design/builder.

### **TYPICAL TASKS / DUTIES**

- Direct establishment and implementation of public affairs plans, programs, and schedules for public relations, internal and external media services, community relations, government relations, special events, and photographic services.
- Develop, communicate and manage a strategic plan to promote the goals of the Authority at all levels; local, state, and national; identify and develop opportunities for the Authority to present a positive image; establish infrastructure to support and guide Authority Staff, consultants, and design/ builder in public relations efforts to ensure consistency and quality.
- Formulate approaches, policies and programs to promote community understanding and identification with the Project and provide an accurate, positive image of the Authority and Project; assess department performance in relation to established goals and recommend new approaches, policies and procedures to effect continual improvement in services.
- Serve in an advisory capacity to Chief Executive Officer and Board of Directors as to the public relations implications of Authority policies, practices, and actions; review proposed changes in policies and practices for probable effect on public opinion and recommend action to be taken in developing good public relations.
- Develop positive media relations; develop media relations policy identifying appropriate Authority representatives to serve as spokesperson in varying circumstances; direct press relations including such activities as preparation of new releases and feature articles and the making of arrangements for interviews between Authority staff and press, radio and television representatives; develop policies regarding media presence at the Authority and construction sites.
- Coordinate development and production of internal and external publications, newsletters, handbooks, and brochures.
- Provide assistance to Authority staff and Board members in writing speeches preparing letters and drafting articles, which are to be made public.
- Determine fiscal requirements of office and prepare budgets; monitor, verify and reconcile expenditure of budgeted funds.

## **KNOWLEDGE, SKILLS AND ABILITIES**

- Superior writing and editing skills
- Public speaking skills
- Ability to create effective public and media communications
- General computer skills
- Work effectively with project engineers, architects and other team members to articulate project goals, issues and timelines
- Knowledge of government structures, agencies and policies which impact Authority business and progress

## **EDUCATION AND EXPERIENCE**

Candidates should have a minimum of five years in public affairs or related field. Experience within transportation-related agency/organization is preferred. A minimum of a bachelor's degree is required.

## **PHYSICAL DEMANDS**

The physical demands described here is representative of those an employee encounters while performing this job.

The incumbent is regularly required to extensively make use of close vision to read correspondence and prepare reports and other appropriate communications. S/he must also be able to be transient and hold a valid driver's license to transport information to field offices and construction sites. As a part of the Public Affairs team, the incumbent will also be required to assist in the physical set-up and preparation for special events and activities associated with the Gold Line Foothill Extension. Many meetings and events require evening and weekend attendance.

## **WORK ENVIRONMENT**

The work environment described here is representative of those an employee encounters while performing this job.

The incumbent typically works indoors in an air-conditioned office, with a mixture of natural, incandescent and florescent light. Typical noise levels are muted by acoustic ceilings, carpets, and sound-deadening wall panels.