



Job Description	
Position Title: CHIEF EXTERNAL AFFAIRS OFFICER	Pay Grade: E
Department: External Affairs	Provides Direction To: Various levels of staff assigned to Government Relations, Communications and Media Relations; consultants and contractors
Reports To: Mike Kraman, Chief Executive Officer	Date Effective: April 2019

POSITION SUMMARY:

This position provides the overall strategic direction for all of the Agencies’ external communications and outreach, including engagement with federal, state and local elected officials and their staff, community leaders and stakeholders, traditional and social media outlets, customers in coordination with Toll Operations, and other stakeholders. This position is responsible for maintaining favorable public perceptions of the Agencies by creating positive public awareness, understanding and support for TCA plans and initiatives, and effectively managing the organization’s reputation.

This position requires coordination of multiple staff within the department and across the organization, as well as integrating the work of multiple contractors, working on high profile, sensitive and confidential issues. Incumbent must be able to oversee and participate in multiple projects and initiatives, while prioritizing critical and time sensitive projects. The position is further characterized by the responsibility to select and develop work standards, methods, and operational procedures, and prepare specialized reports.

Serves as a member of the executive management team and as senior media spokesperson for the Agencies.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

The duties listed below are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related, or a logical assignment to this class.

- Plan and develop communications strategies, programs, work plans, policies and processes to strengthen the Agencies’ reputation and political impact.
- Build and maintain collaborative relationships with government officials, government staff and community stakeholders; navigate complex issues and find common ground with multiple constituencies with differing, and often opposing, perspectives.

- Develop and direct effective community outreach programs; develop and implement strategies to cultivate and maintain support for TCA capital improvement projects.
- Develop and implement strategic communications and public affairs programs that advance the Agencies' mission, vision and goals.
- Establish and evaluate attainment of department goals and objectives that affect all divisions and operations and are linked to the Chief Executive Officer's goals and initiatives; coordinate projects and assignments with other departments.
- Work extensively with staff in organizing, coordinating, and reviewing work and assuring that assignments are being completed, while also integrating the work of multiple contractors; consult with Chief Executive Officer and confer with committees of the Boards, as well as the entirety of both Boards, regarding community and government outreach and engagement, communications policies, practices, and related issues; makes presentations associated with agenda and action items including those that may impact and involve the news media, customers, Board Members, opinion leaders, and the public.
- Direct, lead, and review the preparation of briefing packets for elected officials and their staff, reports and presentations (including Board Meeting staff reports), news releases, brochures and other types of publications and collateral materials.
- Coordinate communication efforts with other state and local government organizations and tolling agencies, including identifying best practices and working to implement those practices on behalf of the Agencies.
- Conduct ongoing formal risk assessments, anticipate and identify issues that could become controversial with the media and/or the Boards; effectively manage controversial and high-profile issues. Brief executive management and Board Members accordingly.
- Work with Board Members to assess and address needs and concerns relative to constituents, and gain support for TCA programs and policies.
- Make presentations to public agencies, community groups, and the general public; work with executive staff members to prepare them for their presentations to the public to ensure that messaging is consistent.
- Direct and lead management, professional, technical and administrative staff, while also provide appropriate oversight for work conducted by contractors; select personnel and external consultants; assign programs and projects, coach and develop staff; ensure staff and consultants are accountable for producing high quality work while ensuring quality assurance processes and quality control systems are in place.
- Direct and oversee consumer and public opinion research, or related consulting work products, to support communication strategies.

- In partnership with other executive team members, oversee crisis and emergency communications; develop and maintain emergency communications plans and procedures.
- Develop and implement the department budget.
- In coordination with Contracts and Procurement staff, lead the full cycle procurement process including: developing and finalizing procurements in compliance with TCA policies and procedures; writing scopes of work (SOW), contract requirements, and evaluation criteria, and making a final selection and award.

KNOWLEDGE:

Public Records Act and standards related to public access to TCA records; state and local government issues and trends; standards and ethics that apply to public engagement; legislative advocacy; principles and practices of public relations; community outreach and marketing; contract administration and management; government agency (local, state and federal levels) practices and sensitivities; project management principles; budgeting practices; work planning and scheduling practices; principles of management and leadership.

SKILLS:

- Excellent verbal and written communication and influencing skills
- Strong business acumen, analytical thinking, and change management skills
- Proven ability to work effectively with people having differing viewpoints and objectives including state and local elected officials, the media, and the public
- Complex project management in a fast paced, high stakes environment
- Ability to manage self under significant pressure and in situations involving highly emotional stakeholders

ABILITIES:

Plan, direct and coordinate the professional and technical activities of government relations at all levels, community outreach and engagement, traditional and social media, print and electronic publications, and communication programs and events on behalf of the Agencies. Analyze sensitive communication problems and adopt an effective course of action. Develop department goals and motivate staff to achieve desired results. Create, write, and edit public relations and communication materials. Develop logical and persuasive oral and written arguments and presentations for different audiences. Explain policy, procedures, and recommendations on a wide variety of issues. Work with a variety of elected officials and their staffs, consultants, contractors, community representatives, management, staff, and public and private representatives. Operate computer, mobile electronic devices and various applications relevant to the position including, for example, Microsoft Office suite, social media, web-based platforms, and others.

EXPERIENCE and EDUCATION REQUIRED:

A minimum of 10 years of directly related experience, including at least five years at a management level.

A Master's degree in government, communications, public relations or a related field from an accredited college or university.

Possession of or ability to obtain a valid Class C California Driver's License and have an acceptable driving record. If an otherwise qualified individual does not have a driver's license due to a disability, he or she must be able to provide an Agency-approved alternative mode of transportation to fulfill the essential functions.

MENTAL AND PHYSICAL DEMANDS:

The physical and mental demands described here are representative of those that must be met by employees to successfully perform the essential functions of this class. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions.

Mental Demands:

While performing the duties of this class, employees are regularly required to use written and oral communication skills; read and interpret data, information, and documents; analyze and solve problems; observe and interpret situations; learn and apply new information or skills; work in a highly stressful, politically-charged environment; perform highly detailed work on multiple, concurrent tasks; work under intensive deadlines which may occur simultaneously rather than sequentially; and interact with vendors and staff in the course of work.

Physical Demands:

While performing the duties of this class, employees are regularly required to sit; talk or hear, in person and by telephone; use hands to finger, handle, feel, or operate standard office equipment; reach with hands and arms. Employees are frequently required to walk and stand and to lift and carry reports and records weighing up to 20 pounds. Specific vision abilities required include close vision and the ability to adjust focus to see close and at a distance.

WORKING CONDITIONS:

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this class. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Employees work under typical office conditions and the noise level is usually quiet.

Disclaimer: This job description indicates in general terms the nature and level of work, knowledge, skills and abilities performed as well as the typical responsibilities expected of this position. The duties described are not to be interpreted as being all-inclusive. Management reserves the rights to add, modify or change work duties and to make reasonable accommodations so that qualified employees can perform the essential functions of the job.

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Transportation Corridor Agencies™

**CHIEF EXTERNAL AFFAIRS OFFICER
Job Description Confirmation of Receipt**

I acknowledge that I have received, reviewed, and understand the essential duties and responsibilities of my job description. I further acknowledge that the duties and responsibilities of my job description are a representative summary only and therefore I may be required to perform additional position-specific duties and/or other duties as required in support of departmental or Agency operations.

Employee Name Printed

Employee Signature

Date

(RETAIN A COPY IN EMPLOYEE'S PERSONNEL FILE)