



## MANAGER OF CAPITOL CORRIDOR MARKETING AND COMMUNICATIONS

JC: 000215

PB: 9

BU: 95 (NR)

FLSA: Exempt

*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 the marketing and communications operations and activities associated with the Capitol Corridor Joint Powers Authority; performs related duties as required.

### **CLASS CHARACTERISTICS**

This classification directs, through subordinate professionals, one or more areas, and are 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 Deputy Managing Director, Capitol Corridor in the latter is responsible for the day-to-day activities and operations of the Capitol Corridor Department.

### **REPORTS TO:**

Deputy Managing Director, Capitol Corridor or designee

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

1. Manages and oversees the manages the marketing and communications operations and activities associated with the Capitol Corridor Joint Powers Authority including communications strategy for digital and traditional channels and providing oversight and management for contact center and customer-facing programs and managing media, public relations and outreach.
2. Develops and implements department policies, procedures, goals and objectives.
3. 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.
4. Selects, trains, motivates and evaluates assigned personnel; coordinates staff training; works with employees to correct deficiencies; implements discipline and termination procedures.
5. Monitors the efficiency and effectiveness of service delivery methods and procedures; recommends, within department policy, appropriate service and staffing levels.

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6. Develops and administers Marketing and Communications budget; forecasts funds needed for staffing, equipment, materials and supplies; monitors and approves expenditures; recommends adjustments as necessary.
7. 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.
8. 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.
9. Directs and ensures timely response to legislative, media and community requests; Develop and implement legislative changes to existing State statutory regulations.
10. Plans, prepares and coordinates the preparation of reports including recommendations to the Board of Directors, committees and other management staff.
11. Plans and coordinates staff meetings regarding assigned projects and programs; schedules meetings and prepares agendas; arranges facilities; notifies participants.
12. 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.
13. 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.

### **QUALIFICATIONS:**

#### **Knowledge of:**

- Principles and practices of project coordination and management
- Methods and techniques of policy analysis and development
- Principles of strategic planning and change management processes
- Principles and practices of contract administration
- Principles and practices of budget preparation and administration
- Principles of supervision, training and performance evaluation
- Related Federal, State and local laws, codes and regulations

#### **Skill/Ability in:**

- Developing, implementing, interpreting and applying department policies, procedures, goals and objectives
- Selecting, supervising, training and evaluating staff
- Independently preparing correspondence and memoranda
- Participating in the development and administration of division goals, objectives and procedures
- Overseeing the work of contracted consultants and plan administrators

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- Preparing and administering large program budgets
- Preparing clear and concise administrative and financial reports
- Managing large-scale projects
- Operating office equipment including computers and supporting word processing and spreadsheet applications
- Responding to requests and inquiries from the general public
- Understanding the organization and function of a public agency
- Interpreting and explaining District policies and procedures
- Analyzing problems, identifying alternative solutions and making recommendations
- 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:**

Possession of a bachelor's degree in Business Administration, Public Administration, or a closely related field from an accredited college or university.

#### **Experience:**

The equivalent of five (5) years of professional verifiable experience in strategic planning and policy analysis experience or a closely related experience, which must have included at least two (2) years of supervisory experience.

#### **Substitution:**

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

### **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 – Executive/Managers  
**Census Code:** 0430 – Miscellaneous Managers  
**Safety Sensitive:** No

### **CLASSIFICATION HISTORY**

**Created :** October 2007

**Revised:** June 2019  
October 2021

**Updated :**