



**Title: Vice President, Communications and Partnerships**

FLSA Status: EXEMPT

**BRIEF DESCRIPTION:**

The purpose of this position is to provide executive direction and strategic management over the activities and functions of marketing and communications, customer service and advocacy, and government affairs. The incumbent provides leadership and strategic direction over the development of marketing and communication strategies, customer engagement and advocacy programs, community outreach initiatives, governmental affairs and lobbying activities. This position serves as the chief public spokesperson for the District and is responsible for media community and stakeholder relations.

**ESSENTIAL FUNCTIONS:**

Note: This information is intended to be descriptive of the key responsibilities of the position. The list of essential functions below does not identify all duties performed by any single incumbent in this position. Additionally, please be aware of the legend below when referring to the physical demands of each essential function.

<b>(S) Sedentary</b> Exerting up to 10 lbs. occasionally or negligible weights frequently; sitting most of the time.	<b>(L) Light</b> Exerting up to 20 lbs. occasionally; 10 lbs. frequently; or negligible amounts constantly; OR requires walking or standing to a significant degree.	<b>(M) Medium</b> Exerting 20-50 lbs. occasionally; 10-25 lbs. frequently; or up to 10 lbs. constantly.	<b>(H) Heavy</b> Exerting 50-100 lbs. occasionally; 10-25 lbs. frequently; or up to 10-20 lbs. constantly.	<b>(V) Very Heavy</b> Exerting over 100 lbs. occasionally; 50-100 lbs. frequently; or up to 20-50 lbs. constantly.
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#	Code	Essential Functions	% of Time
1	S	Marketing and Communications Function: Under executive direction of the General Manager/CEO, plans, organizes, directs and coordinates the District’s advertising, marketing, media, communications and outreach functions. Develops, implements and directs comprehensive marketing and communications strategies and programs in alignment with the District’s goals and the needs of the public and various community groups. Oversees and directs market research activities and the development of promotional materials and electronic media. Manages the publishing of internal and external communications, as well as the content, layout and functionality of the external website. Plans, promotes and directs special events at such venues as trade shows and expositions; directs all focus group meetings; develops all fare products and collateral materials, including graphics and printing; manages third-party vendors and contractors providing related design, writing and technical services and supports; and manages the transit vehicle advertising program.	40%
2	S	Media and Community/Stakeholder Government Relations function: Plans, organizes, directs and coordinates all media relations, including developing fact sheets, writing and issuing press releases, and coordinating press conferences. Oversees speech writing activities and the development of presentations. Responds to requests or inquiries from business leaders, stakeholders, etc.	30%



3		Government Relations Function: Manages RT’s contracts for state and federal lobbying services; Collaborates with the General Manager/CEO to establish and implement strategic legislative and governmental relations plans and programs; coordinates the District’s advocacy efforts with other public agencies and advocacy organizations; Responds to and meets with elected officials	10%
4	S	Customer Service and Advocacy Function: Plans, organizes and directs the activities of the Call and Sales Center and ensure effective and well-coordinated customer information and timely responses through services provided by assigned areas. Plans, organizes and directs customer advocacy services by developing and implementing policies and procedures that support a customer-focused culture.	10%
5	S	Executive duties: Serves as member of various teams and committees; represents the Executive Management Team in a variety of capacities as assigned. Formulates policies, procedures, and practices for the assigned functional areas and make recommendations to Executive Management Team, General Manager/CEO, and Board of Directors. Represents the District at national, state and local conferences. Consults with other government agencies, the business community, and private organizations to explore new ideas and resolve issues; establishes and maintains an effective system of communications throughout the organization; and performs related duties as assigned.	10%

**JOB REQUIREMENTS:**

-Description of Minimum Job Requirements-	
Formal Education	<p>Four (4) years of college resulting in a Bachelor’s degree or equivalent from an accredited college or university in Marketing, Public Relations or a related field.</p> <p>Additional directly related experience beyond the minimum requirement may substitute for the required education based on the ratio of one and a half (1.5) years of experience for each (1) year of education.</p>
Experience	A minimum of ten (10) years of progressively responsible management experience in public sector marketing, communications, public relations or a related field. Transit industry experience is preferred.
Supervision	Work requires managing and monitoring work performance of a division, including evaluating program/work objectives and effectiveness, establishing broad organizational goals and realigning work and staffing assignments for the department.



Human Collaboration Skills	Final decisions regarding policy development and implementation are made and/or recommended. Interaction with others outside the organization requires exercising participative management skills that support team efforts and quality processes.
Freedom to Act	The employee normally performs the duty assignments within broad parameters defined by general organizational requirements and accepted practices. End results determine effectiveness of job performance.
Technical Skills	Work requires advanced skills and knowledge in approaches and systems, which affect the design and implementation of major programs and/or processes organization-wide. Independent judgment and decision making abilities are necessary to apply technical skills effectively.
Budget Responsibility	Position has District-wide fiscal responsibility. Assures that appropriate linkages exist between District-wide budget, funding limitations and service levels, to meet specific departmental and organizational goals. Monitors progress toward fiscal objectives and adjusts plans as necessary to reach them. Prepares agency financial statements and budget reports.
Reading	Advanced - Ability to read literature, books, reviews, scientific or technical journals, abstracts, financial reports, and/or legal documents. Ordinarily, such education is obtained in at the college level or above. However, it may be obtained from experience and self-study.
Math	Advanced - Ability to apply fundamental concepts of theories, work with advanced mathematical operations methods, and functions of real and complex variables. Ordinarily, such education is obtained in at the college level or above. However, it may be obtained from experience and self-study.
Writing	Advanced - Ability to write editorials, journals, speeches, manuals, or critiques. Ordinarily, such education is obtained in at the college level or above. However, it may be obtained from experience and self-study.
Certification & Other Requirements	



<b>KNOWLEDGE</b>
<ul style="list-style-type: none"><li>• Thorough knowledge of the principles and practices of public information, media and community relations programs and marketing and advertising program development</li><li>• High level interpersonal and communication skills including mediation and conflict resolution skills</li><li>• Industry best practices related to assigned areas</li><li>• Federal and state legislative process</li><li>• Strategic communication and outreach planning</li><li>• Functions and responsibilities of a regional transit district and its services</li><li>• Project management techniques</li><li>• Principles of administration, strategic planning processes and performance management.</li><li>• District policies, procedures and functions</li><li>• Laws, ordinances, rules, regulations and codes applicable to the functional areas assigned</li><li>• Principles and practices of management, supervision and training</li><li>• Budget development and administration</li><li>• Research, report writing and presentation techniques</li></ul>

<b>SKILLS</b>
<ul style="list-style-type: none"><li>• Advanced word processing, spreadsheet, presentation and database software</li><li>• Specialized software related to functional area</li></ul>



**ABILITIES**

- Communicate effectively with stakeholders, external organizations, community groups about public transit and the goals/objectives of the District both orally and in writing.
- Demonstrate commitment to customer-focused operations, accountability, transparency, integrity and equity
- Facilitate implementation of organizational change, engaging employees in the entire process and developing commitment for sustaining change
- Develop original, clear, concise and engaging content for marketing, promotions, customer information and other communication materials for print, web and video
- Exercise considerable tact and courtesy in frequent contact with the public.
- Inspire, manage and develop employees and effectively manage organizational change
- Develop and implement strategic plans, policies and procedures
- Articulate and deliver both technical and general information to non-technical staff and stakeholders
- Plan, organize, direct, coordinate and supervise work and staff engaged in the assigned functional area
- Serve as an advisor to the General Manager/CEO
- Gather, assemble, analyze and evaluate customer and public information and make strategic analyses and projections
- Analyze and interpret a wide variety of demographic, geographic and marketing data, identify trends and opportunities and develop meaningful and actionable recommendations
- Analyze and resolve a variety of complex administrative issues
- Establish and maintain effective working relationships with a diverse workforce including peers, staff and consultants
- Prepare and monitor budgets
- Serve on assigned local, regional and national committees
- Manage and implement special events



**OVERALL PHYSICAL STRENGTH DEMANDS:**

-Physical strength for this position is indicated below with "X"-

Sedentary	Light	Medium	Heavy	Very Heavy
<b>X</b>				
Exerting up to 10 lbs. occasionally or negligible weights frequently; sitting most of the time.	Exerting up to 20 lbs. occasionally, 10 lbs. frequently, or negligible amounts constantly OR requires walking or standing to a significant degree.	Exerting 20-50 lbs. occasionally, 10-25 lbs. frequently, or up to 10 lbs. constantly.	Exerting 50-100 lbs. occasionally, 10-25 lbs. frequently, or up to 10-20 lbs. constantly.	Exerting over 100 lbs. occasionally, 50-100 lbs. frequently, or up to 20-50 lbs. constantly.

**PHYSICAL DEMANDS:**

C	F	O	R	N
<b>Continuously</b>	<b>Frequently</b>	<b>Occasionally</b>	<b>Rarely</b>	<b>Never</b>
2/3 or more of the time.	From 1/3 to 2/3 of the time.	Up to 1/3 of the time.	Less than 1 hour per week.	Never occurs.

Note: This is intended as a description of the way the job is currently performed. It does not address the potential for accommodation.

-Physical Demand-	-Frequency-	-Brief Description-
Standing	F	Making presentations, observing work site, observing work duties, communicating with co-workers
Sitting	F	Desk work, meetings, driving
Walking	F	To other departments/offices, around work site
Lifting	F	Supplies, files
Carrying	F	Supplies, files
Pushing/Pulling	F	File drawers
Reaching	F	For supplies, for files
Handling	F	Paperwork
Fine Dexterity	F	Computer keyboard, telephone keypad, calculator
Kneeling	O	Filing in lower drawers
Crouching	O	Filing in lower drawers
Crawling	N	
Bending	O	Filing in lower drawers
Twisting	F	From computer to telephone
Climbing	O	Stairs
Balancing	R	On step stools
Vision	F	Reading, computer screen, driving, observing work site
Hearing	F	Communicating via telephone/radio, to co-workers/public
Talking	F	Communicating via telephone/radio, to co-workers/public
Foot Controls	O	Driving
Other (specified if applicable)		

**MACHINES, TOOLS, EQUIPMENT, SOFTWARE, AND HARDWARE:**

Telephone, fax machine, copier, vehicle, calculator, computer and associated hardware and software.



**ENVIRONMENTAL FACTORS:**

<b>C</b> Continuously	<b>F</b> Frequently	<b>O</b> Occasionally	<b>R</b> Rarely	<b>N</b> Never
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<b>D</b> Daily	<b>W</b> Several Times Per Week	<b>M</b> Several Times Per Month	<b>S</b> Seasonally	<b>N</b> Never
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-Health and Safety Factors-	
Mechanical Hazards	N
Chemical Hazards	N
Electrical Hazards	N
Fire Hazards	N
Explosives	N
Communicable Diseases	N
Physical Danger or Abuse	N
Other (see 1 below)	N

-Environmental Factors-	
Respiratory Hazards	N
Extreme Temperatures	S
Noise and Vibration	N
Wetness/Humidity	S
Physical Hazards	N

(1) N/A

**PROTECTIVE EQUIPMENT REQUIRED:** None

**NON-PHYSICAL DEMANDS:**

<b>F</b> Frequently From 1/3 to 2/3 of the time	<b>O</b> Occasionally Up to 1/3 of the time	<b>R</b> Rarely Less than 1 hour per week	<b>N</b> Never Never occurs
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-Description of Non-Physical Demands-	-Frequency-
Time Pressure	F
Emergency Situation	F
Frequent Change of Tasks	F
Irregular Work Schedule/Overtime	F
Performing Multiple Tasks Simultaneously	F
Working Closely with Others as Part of a Team	F
Tedious or Exacting Work	O
Noisy/Distracting Environment	O
Other (see 2 below)	

(2) N/A

**PRIMARY WORK LOCATION:**

Office Environment	X	Vehicle	
Warehouse		Outdoors	
Shop		Other (see 3 below)	
Recreation/Neighborhood Center			

(3) N/A

The above statements are intended to describe the general nature and level of work being performed by individuals assigned to this position. They are not intended to be an exhaustive list of all responsibilities, duties, and skills required. This description is subject to modification as the needs and requirements of the position change.