

REGIONAL TRANSIT ISSUE PAPER

Agenda Item No.	Board Meeting Date	Open/Closed Session	Information/Action Item	Issue Date
5	09/28/15	Open	Action	09/23/15

Subject: Approving New Job Descriptions and the District's Authorized Classifications, Positions and Salary Grades, and Salary Grade Values

ISSUE

Whether to approve new job descriptions and the District's Authorized Classifications, Positions and Salary Grades, and Salary Grade Values.

RECOMMENDED ACTION

Adopt Resolution No. 15-09- _____, Amending Exhibit A of Resolution No. 15-07-0085 and Approving New Job Descriptions and the District's Authorized Classifications, Positions and Salary Grades.

FISCAL IMPACT

Budgeted:	No	This FY:	\$	115,153**
Budget Source:	Operating	Next FY:	\$	153,538*
Funding Source:	Operating	Annualized:	\$	153,538
Cost Cntr/GL Acct(s) or Capital Project #:	Marketing (87)	Total Amount:	\$	N/A
Total Budget:	\$ 115,153			

* These costs are on-going and will be included in future year budgets for the noted positions.

** Cost based on full time employment from October 2015 – June 2016

DISCUSSION

In August 2015, a district-wide reorganization effort, including a number of organizational changes, was outlined by the General Manager to be implemented in phases by early 2016. Phase I changes have already occurred with the exception of the following two positions that were outlined to occur as soon as practical, but no later than November 1, 2015. Both positions will be funded without an increase in the budget through managing RT's adopted vacancy rate. Any adjustments that are necessary will be fully considered at the mid-year budget review.

Personnel Action Summary: The first proposed action, elevation of the Police Services to the EMT level, will result in the creation of one (1) new job description within the EMT: Chief, Police Services. The fiscal impact will be \$189,179 for the remainder of FY16 if filled as an internal position and will be offset by the current police services contract with the City of Sacramento. The effective date of this change will be September 29, 2015.

The second proposed action, creation of a Senior Social Media and Website Specialist, will result

Approved:

Presented:

Final 09/23/15

General Manager/CEO

Director, Human Resources

Agenda Item No.	Board Meeting Date	Open/Closed Session	Information/Action Item	Issue Date
5	09/28/15	Open	Action	09/23/15

Subject: Approving New Job Descriptions and the District's Authorized Classifications, Positions and Salary Grades, and Salary Grade Values

in the creation of one (1) new job description within the Administrative Employee Association (AEA) group. The fiscal impact for the proposed action will be \$115,153 for the remainder of FY16. The effective date of this change will be September 29, 2015 with an anticipated fill date of mid-November 2015.

Chief, Police Services

As part of RT's reorganization, staff evaluated services currently being provided through contract services and determined that the current organizational structure of Police Services under Operations was not going to meet RT's upcoming goals and objectives. Because of the importance of RT's goal to improve safety and security, staff determined that creating the position of Chief, Police Services and elevating it to an EMT position best reflects RT's goals for improved safety throughout RT systems. The newly created position will provide executive and strategic level oversight for the following RT departments/divisions: Contracted Police Services, Fare Inspection and Contracted Security Services. The Chief, Police Services will serve directly under RT's General Manager/CEO and will continue to oversee a number of contracted police officers and deputies, fare inspectors and contracted security service employees to ensure continuity of RT's existing programs and services. The newly created position will replace the current Police Lieutenant. The fiscal impact of this position will be offset by the current police services contract with the City of Sacramento because the position will be filled by the Captain currently assigned to RT under its agreement with the City of Sacramento.

The Job Evaluation Team (JET) determined that the compensation factors place the new Chief, Police Services job classification in Grade "IV" within the EMT.

Senior Social Media and Website Specialist

Reporting to the Manager, Marketing and Communications, this position will serve as RT's expert on social media and electronic communications programs, trends, best practices, policies and emerging technologies. Staff conducted a thorough job analysis and benchmarking creating a Senior Social Media and Website Specialist position to serve in a lead capacity in the planning, coordination and execution of RT's various social media campaigns. Additionally, the new Senior Social Media and Website Specialist will hold responsibility for generating and maintaining RT's digital presence in the community, monitoring the utilization of social media to recommend improvements to increase its effectiveness and developing website strategies to engage, build and improve relationships with both internal and external stakeholders through creation of daily content meant to build meaningful connections and encourage community members to take action.

The JET determined that the compensation factors place the new Senior Social Media and Website Specialist job classification in Grade "109" within the Administrative Employee Association (AEA) group.

Agenda Item No.	Board Meeting Date	Open/Closed Session	Information/Action Item	Issue Date
5	09/28/15	Open	Action	09/23/15

Subject: Approving New Job Descriptions and the District's Authorized Classifications, Positions and Salary Grades, and Salary Grade Values

Authorized Classifications, Positions and Salary Grades and Salary Grade Values

Changes to position control described above are reflected in the Authorized Classifications, Positions and Salary Grades list (Authorized Positions List), attached to the Resolution as Exhibit A.

New Job Descriptions

The new job descriptions listed below are attached to the Resolution as Exhibit B.

<u>Previous Job Title</u>	<u>Disposition</u>	<u>New Job Title</u>
Contractor	New	Chief, Police Services
N/A	New	Senior Social Media and Website Specialist

Staff recommends approval of this action.

RESOLUTION NO. 15-09-_____

Adopted by the Board of Directors of the Sacramento Regional Transit District on this date:

_____September 28, 2015_____

**AMENDING EXHIBIT A OF RESOLUTION NO. 15-07-0085 AND APPROVING NEW
JOB DESCRIPTIONS AND THE DISTRICT'S AUTHORIZED CLASSIFICATIONS,
POSITIONS AND SALARY GRADES**

BE IT HEREBY RESOLVED BY THE BOARD OF DIRECTORS OF THE
SACRAMENTO REGIONAL TRANSIT DISTRICT AS FOLLOWS:

THAT, effective September 29, 2015, Resolution No. 15-07-0085 is hereby
amended by deleting Exhibit A and replacing it with attached Exhibit A "Authorized
Classification, Positions and Salary Grades."

THAT, effective September 29, 2015, the new job descriptions of Chief, Police
Services and Senior Social Media and Website Specialist, attached as Exhibit B, are
hereby approved.

JAY SCHENIRER, Chair

A T T E S T:

MICHAEL R. WILEY, Secretary

By: _____
Cindy Brooks, Assistant Secretary

EXHIBIT A
Effective September 28, 2015
AUTHORIZED CLASSIFICATIONS, POSITIONS, AND SALARY GRADES

<u>Job Classification Titles</u>	<u>Authorized Positions</u>	<u>Grade</u>
<u>AEA Family:</u>		
Accountant I	0	205
Accountant II	0	108
Assistant Architect	0	206
Assistant Engineer	0	208
Assistant Planner	2	207
Assistant Resident Engineer	2	208
Associate Architect	1	109
Associate Civil Engineer	1	110
Associate Engineer	0	109
Associate Systems Engineer	2	110
Engineering Analyst I	0	205
Engineering Analyst II	0	207
Engineering Technician	1	205
Grants Analyst	0	206
Human Resources Trainer	0	206
Information Technology Business Systems Analyst	0	107
Inspector	0	204
Junior Engineer	0	205
Long Range Planner	1	208
Payroll Analyst	1	204
Procurement Analyst I	0	205
Procurement Analyst II	4	207
Programmer Analyst I	0	205
Programmer Analyst II	0	208
Quality Assurance Specialist I	0	202
Quality Assurance Specialist II	0	205
Real Estate Analyst I	0	205
Real Estate Analyst II	0	207
Resident Engineer	0	110
Revenue Analyst	1	207
Schedule Analyst I	1	205
Schedule Analyst II	2	207
Senior Accountant	2	109
Senior Architect	1	111
Senior Civil Engineer	1	111
Senior Community and Government Affairs Officer	2	108
Senior Engineering Analyst	1	109
Senior Engineering Technician	1	207
Senior Grants Analyst	2	108
Senior Information Technology Business Systems Analyst	3	109
Senior Marketing and Communications Specialist	1	108
Senior Planner	0	109
Senior Procurement Analyst	3	109
Senior Programmer Analyst	2	109
Senior Quality Assurance Specialist	1	108

* Denotes Change in Classification/Count

(1) Increase in Position(s)

** No Grade, Salary by Employment Contract

*** No Grade, Salary Stated in MOU

<u>Job Classification Titles</u>	<u>Authorized Positions</u>	<u>Grade</u>
Senior Real Estate Analyst	0	108
*(1) Senior Social Media and Website Specialist	1	109
Senior Systems Engineer	1	111
Service Planner	1	208
Vehicle Equipment Maintenance Specialist	0	207
Video Communications Systems Analyst	1	208
Total General Family Allocations:	43	

* Denotes Change in Classification/Count

(1) Increase in Position(s)

** No Grade, Salary by Employment Contract

*** No Grade, Salary Stated in MOU

<u>Job Classification Titles</u>	<u>Authorized Positions</u>	<u>Grade</u>
<u>MANAGEMENT & CONFIDENTIAL FAMILY:</u>		
Accessible Services Administrator	1	110
Administrative Assistant I (GM, Labor Relations & Legal Cost Centers)	0	200
Administrative Assistant II (GM, Labor Relations & Legal Cost Centers)	2	202
AGM - Administration	1	IV
AGM of Engineering and Construction	1	IV
AGM of Marketing and Communications	1	III
AGM of Planning and Transit System Development	1	III
Attorney I	0	108
Attorney II	0	110
Attorney III	3	112
Chief Administrative Officer	0	III
Chief Counsel	1	**
Chief Financial Officer	1	IV
Chief of Facilities and Business Support Services	1	III
Chief of Staff	1	II
Chief Operating Officer	1	V
*(1) Chief, Police Services	1	IV
Clerk to the Board	1	208
Community Bus Services Superintendent	0	110
Compliance and Quality Assurance Auditor	1	112
Deputy Chief Counsel	1	V
Deputy General Manager	0	VI
Director, Accessible Services and Customer Advocacy	1	112
Director, Bus Maintenance	1	112
Director, Civil and Track Design	1	113
Director, Community Bus Services	1	112
Director, Construction Management	1	112
Director, Facilities	1	112
Director, Finance and Treasury	1	112
Director, Human Resources	1	112
Director, Information Technology	1	112
Director, Labor Relations	1	112
Director, Light Rail	1	113
Director, Long Range Planning	1	112
Director, Office Management and Budget	1	112
Director, Planning	0	112
Director, Procurement Services	1	112
Director, Project Management	1	112
Director, Real Estate	0	112
Director, Safety	1	112
Director, Scheduling	1	112
Director, Systems Design	0	113
Director, Transportation	1	112
EEO Administrator	1	110
Executive Assistant	1	207
General Manager/CEO	1	**
Human Resources Administrator	1	110
Human Resources Analyst I	1	205

* Denotes Change in Classification/Count

(1) Increase in Position(s)

** No Grade, Salary by Employment Contract

*** No Grade, Salary Stated in MOU

<u>Job Classification Titles</u>	<u>Authorized Positions</u>	<u>Grade</u>
Human Resources Analyst II	1	208
Labor Relations Analyst I	1	205
Labor Relations Analyst II	0	208
Legal Secretary	1	204
Maintenance Superintendent - Bus	1	111
Maintenance Superintendent - Light Rail	1	111
Maintenance Superintendent - Wayside	1	111
Manager, Accounting	1	110
Manager, Community and Governmental Affairs	0	111
Manager, Contracts and Disadvantaged Business Enterprise	1	110
Manager, Customer Service	1	110
Manager, Enterprise Resources and Databases	1	111
Manager, Grants	1	110
Manager, Marketing and Communications	1	111
Manager, Quality Assurance	0	111
Manager, Revenue	1	110
Materiel Management Superintendent	3	110
Network and End User Operations Administrator	1	110
Paralegal	0	205
Payroll Supervisor	1	109
Pension and Retiree Services Administrator	1	110
Principal Civil Engineer	1	112
Principal Planner	1	110
Principal Systems Engineer	1	112
Purchasing and Materials Administrator	1	110
Quality Assurance Administrator	1	110
Real Estate Administrator - Acquisitions	0	109
Real Estate Administrator - Asset Management	1	109
Real Estate Administrator - Transit Oriented Development and Joint Development	0	109
Risk Administrator	1	110
Risk Analyst I	0	204
Risk Analyst II	1	207
Senior Administrative Assistant	5	206
Senior Attorney	1	113
Senior Classification and Compensation Analyst	0	108
Senior Financial Analyst	3	108
Senior Human Resources Analyst	5	109
Senior Labor Relations Analyst	2	109
Senior Paralegal	2	207
Senior Risk Analyst	1	109
Senior Schedule Analyst	0	108
Transportation Superintendent - Bus	3	110
Transportation Superintendent - Light Rail	2	110
Total Management and Confidential Allocations:	93	
Total District-wide Salaried Allocations:	136	

* Denotes Change in Classification/Count

(1) Increase in Position(s)

** No Grade, Salary by Employment Contract

*** No Grade, Salary Stated in MOU

<u>Job Classification Titles</u>	<u>Authorized Positions</u>	<u>Grade</u>
<u>AFSCME 146 Family:</u> Accessible Services Eligibility Specialist	3	205
Administrative Assistant I	0	200
Administrative Assistant II	11	202
Administrative Supervisor	1	***
Administrative Technician	14	204
Communications Infrastructure Specialist	1	207
Community Bus Services Dispatcher Supervisor	5	***
Customer Advocacy Supervisor	1	***
Customer Advocate I	2	201
Customer Service Supervisor	1	***
Facilities Supervisor	3	***
Graphic Designer	2	205
Information Technology Project Coordinator	1	109
Information Technology Technician I	0	205
Information Technology Technician II	2	206
Maintenance Supervisor - Bus	8	***
Maintenance Supervisor - Light Rail	11	***
Maintenance Supervisor - Wayside	6	***
Maintenance Trainer - Bus	1	***
Maintenance Trainer - Light Rail	1	***
Marketing and Communications Specialist	1	206
Network Operations Engineer	2	208
Network Operations Technician	2	205
Operations Trainer	4	209
Route Check Supervisor	0	***
Route Checker	4	200
Safety Specialist I	0	205
Safety Specialist II	0	207
Senior Customer Advocate	1	205
Senior Facilities Specialist	2	109
Senior Inspector	1	206
Senior Safety Specialist	2	109
Transit Officer Supervisor	1	***
Transportation Supervisor	51	
Total AFSCME 146 Allocations:	145	

* Denotes Change in Classification/Count
(1) Increase in Position(s)
** No Grade, Salary by Employment Contract
*** No Grade, Salary Stated in MOU

<u>Job Classification Titles</u>	<u>Authorized Positions</u>	<u>Grade</u>
<u>ATU 256 Family:</u>		
Accounting Technician	1	***
Accounts Payable Clerk	2	***
Claims Technician	1	***
Customer Service Clerk	1	***
Customer Service Representative	14	***
Fare Prepayment Clerk	1	***
Operators (Bus, CBS and Light Rail combined)	465	***
Payroll Technician	1	***
Procurement Clerk	2	***
Reception Clerk	1	***
Revenue Clerk	3	***
Senior Clerk	1	***
Transit Fare Inspector	13	***
Treasury Clerk	1	***
Total ATU 254 Allocations:	507	
<u>IBEW 1245 Family:</u>		
Bus Service Worker	29	***
Electronic Mechanic	3	***
Facilities and Grounds Worker I	2	***
Facilities and Grounds Worker II	4	***
Facilities Electronic Technician	1	***
Facilities Maintenance Mechanic	16	***
Facilities Service Worker	9	***
Journey Lineworker	0	***
Light Rail Assistant Mechanic	8	***
Light Rail Service Worker	22	***
Light Rail Vehicle Technician	38	***
Lineworker	0	***
Lineworker Technician	20	***
Mechanic A	26	***
Mechanic A (Body/Fender)	6	***
Mechanic A (Gasoline/Propane)	2	***
Mechanic B	8	***
Mechanic C	17	***
Painter	2	***
Rail Laborer	7	***
Rail Maintenance Worker	8	***
Senior Mechanic	0	***
Senior Rail Maintenance Worker	2	***
Storekeeper	10	***
Upholsterer	1	***
Total IBEW 1245 Allocations:	241	

* Denotes Change in Classification/Count

(1) Increase in Position(s)

** No Grade, Salary by Employment Contract

*** No Grade, Salary Stated in MOU

Salaried Classification Series

Note: A vacancy occurring within a salaried classification series may be filled at the same level as that vacated or at any lower level provided that only the one vacancy is filled.

Accessible Services Eligibility Specialist, Administrator
Accountant I, II, Senior
Administrative Assistant I, II, Technician, Senior, Supervisor
Assistant Architect, Associate, Senior
Assistant Planner, Service Planner, Long Range Planner, Senior, Principal
Attorney I, II, III, Senior
Customer Advocate I, Senior
Engineering Analyst I, II, Senior
Engineering Technician, Senior
Grants Analyst, Senior
Human Resources Analyst I, II, Senior, Administrator
Information Technology Technician I, II
Inspector, Senior Inspector, Assistant Resident Engineer, Resident Engineer
IT Business Systems Analyst, Senior
Junior Engineer, Assistant, Associate, Associate Civil, Senior, Principal
Junior Engineer, Assistant, Associate, Associate Systems, Senior, Principal
Labor Relations Analyst I, II, Senior
Marketing and Communications Specialist, Senior
Network Operations Technician, Network Operations Engineer, Network and End User Operations Administrator
Network Operations Technician, Video Communications Systems Analyst, Network and End User Operations Administrator
Paralegal, Senior
Payroll Analyst, Supervisor
Procurement Analyst I, II, Senior
Programmer Analyst I, II, Senior
Quality Assurance Specialist I, II, Senior, Administrator
Real Estate Analyst I, II, Senior, Administrator
Risk Analyst I, II, Senior, Administrator
Safety Specialist I, II, Senior
Schedule Analyst I, II, Senior

EXHIBIT B
New Job Descriptions
Effective September 28, 2015

Job Description-Previous Title	Disposition	Job Description - New Title
NA	New	Chief, Police Services
NA	New	Senior Social Media and Website Specialist



Title: Chief, Police Services

FLSA Status: Exempt

BRIEF DESCRIPTION:

This classification holds executive responsibility for managing the operations of the Department of Police Services, Contract Security Services and Fare Inspection. In addition to holding full managerial responsibility for all department services and activities, the incumbent will also be responsible for investigations and crime prevention, coordinating assigned activities with other departments and outside agencies and will provide highly responsible and complex administrative support to the General Manager.

This position may be an at-will employee of the District, or may be a contract law enforcement officer provided by the City or County of Sacramento.

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.

(S) Sedentary	(L) Light	(M) Medium	(H) Heavy	(V) Very Heavy
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.

#	Code	Essential Functions	% of Time
1	L	Administrative duties: Assumes full management responsibility for all department services and activities including uniformed patrol, investigations and crime prevention; recommends and administers policies and procedures; manages the development and implementation of departmental goals, objectives, policies and priorities for each assigned service area; establishes, within District policy, appropriate service and staffing levels; plans, directs and coordinates, through subordinate level staff, the Police Services Department's work plan; assigns projects and programmatic areas of responsibility; meets with key staff to identify and resolve problems; assesses and monitors work load, administrative and support systems, and internal reporting relationships; coordinates criminal investigations and associated activities; ensures adherence to established investigative techniques and procedures; coordinates division activities and works in conjunction with other police departments, legal department, criminal justice agencies and emergency public assistance services; monitors and evaluates developments and changes related to law-	75%



		enforcement activities, changes in the community, District and other public and private entities, assesses their impact on District police operations and services and recommends and implements policy and procedural improvements and changes accordingly; selects, trains, motivates and evaluates assigned personnel; works with employees to correct deficiencies (District employee only); implements discipline and termination procedures (District employee only); oversees and participates in the development and administration of the department budget; approves the forecast of funds needed for staffing, equipment, materials and supplies; approves expenditures and implements budgetary adjustments as appropriate and necessary; explains, justifies and defends department programs, policies and activities; negotiates and resolves sensitive and controversial issues; responds to and resolves difficult and sensitive citizen inquiries and complaints.	
2	L	Executive duties: Represents the Department of Police Services to outside agencies such as elected officials, news media, local government agencies and other transit agencies, as well as local business/community leaders; coordinates assigned activities with those outside agencies and organizations; provides staff assistance to the General Manager; participates on a variety of boards, commissions and committees; prepares and presents staff reports and other necessary correspondence; attends and participates in professional group meetings; stays abreast of new trends and innovations in the field of law enforcement.	15%
3	S	Program Development and Review: Continuously monitors the programs of the District's Department of Police Services to ensure successful attainment of all goals, metrics and measurements; monitors and evaluates the efficiency and effectiveness of service delivery methods and procedures; responsible for the implementation of community oriented policing and problem solving philosophy; develops, implements and promotes crime prevention procedures for Regional Transit bus and light rail stops/station operations; provides monthly reports to the General Manager and Executive Staff on the success of the programs; provides, on an as needed basis, updates to individual Board members and the full Board as to the success of the programs.	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 Criminal Justice, Criminology, Sociology, Public Administration or a closely 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	<p>A minimum of nine (9) years of law enforcement experience which must have included a minimum of three (3) years of management and administrative experience at a rank equivalent to Lieutenant or higher.</p>
Supervision	<p>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.</p>
Human Collaboration Skills	<p>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.</p>
Freedom to Act	<p>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.</p>
Technical Skills	<p>Advanced: 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.</p>
Budget Responsibility	<p>Position has district-wide major 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 towards fiscal objectives and adjusts plans as necessary to reach them. Prepares agency financial statements and budget reports.</p>
Reading	<p>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.</p>
Math	<p>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</p>



	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	<p>If employed by the District:</p> <ul style="list-style-type: none"> • May be non-sworn but must have previously held status as a sworn officer • Valid Management Certificate issued by the California Commission of Peace Officers Standards and Training (P.O.S.T.) • Valid California Class C Driver’s License with a satisfactory driving record <p>If contracted with the District:</p> <ul style="list-style-type: none"> • Sworn officer status (either active, or retired, in good standing) • Valid Management Certificate issued by the California Commission of Peace Officers Standards and Training (P.O.S.T.) • Valid California Class C Driver’s License with a satisfactory driving record

KNOWLEDGE
<ul style="list-style-type: none"> • Operations of a comprehensive law enforcement program in a large geographical area. • Operations related to the management of a metropolitan transportation agency. • Principles and practices of law enforcement. • Principles and practices of policy development and administration. • Public safety emergency operations and procedures. • Advanced methods and techniques of criminal investigations. • Policies and procedures governing uniform patrol services, including community oriented policing and problem solving philosophy, crime prevention, traffic control, investigation and identification. • Principles and practices of budget preparation and administration. • Public transit technology and information systems capabilities and issues. • Procurement and contracting principles and practices. • Principles of management, supervision and training. • EEO principles, practices, laws and procedures. • Administrative principles and practices including goal setting and program planning, development and implementation. • Applicable local, state and federal laws, codes, ordinances and case law.



SKILLS

- Methods and techniques of carrying and handling firearms in a safe manner.
- Methods and techniques of crime prevention and control.

ABILITIES

- Manage a comprehensive law enforcement program within a large geographic area for a metropolitan transportation agency.
- Develop and administer departmental goals, objectives and procedures.
- Analyze and assess policies and operational needs and make appropriate adjustments.
- Identify and respond to sensitive community and organizational issues, concerns and needs.
- Delegate authority and responsibility as applicable.
- Research, analyze and evaluate new service delivery methods and techniques.
- Plan and oversee various uniformed patrol activities.
- Coordinate criminal investigations and associated activities.
- Develop, implement and promote crime prevention procedures.
- Prepare clear and concise administrative and financial reports.
- Prepare and administer large and complex budgets.
- Interpret and apply applicable Federal, State and local policies, laws and regulations.
- Establish and maintain effective working relationships with those contacted in the course of work.
- Plan, assign, direct, review, and evaluate law enforcement services and activities.
- Plan, develop and implement goals, policies, procedures, strategies, and work standards.
- Analyze complex problems, evaluate alternatives and develop appropriate and effective solutions and/or alternatives.
- Take command and direct emergency operations in a calm and efficient manner.
- Work on multifaceted problems under stress and time constraints.
- Exercise initiative and sound independent judgment within procedural and legal guidelines.
- Plan, organize, direct, coordinate and supervise work and staff engaged in the assigned functional areas.
- Gather, assemble, analyze and evaluate facts evidence, data and other information in order to draw reasonable and fair conclusions and make sound decisions.
- Analyze and resolve a variety of complex organizational, staffing, space needs and other issues.
- Maintain comprehensive records and reports.
- Learn District policies, procedures and practices.
- Communicate clearly and effectively, both orally and in writing, with internal and external contacts.



OVERALL PHYSICAL STRENGTH DEMANDS:

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

Sedentary	Light-	Medium X	Heavy	Very Heavy
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 Continuously 2/3 or more of the time.	F Frequently From 1/3 to 2/3 of the time.	O Occasionally Up to 1/3 of the time.	R Rarely Less than 1 hour per week.	N Never 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	Observing work duties, observing work duties, communicating with co-workers
Sitting	F	Desk work, meetings, driving
Walking	F	To other departments/offices, around work site
Lifting	O	Supplies, equipment, files
Carrying	O	Supplies, equipment, files
Pushing/Pulling	O	File drawers, equipment
Reaching	O	For supplies, for files
Handling	F	Paperwork
Fine Dexterity	C	Computer keyboard, telephone keypad, equipment
Kneeling	O	Filing in lower drawers, retrieving items from lower shelves/ground
Crouching	R	Filing in lower drawers, retrieving items from lower shelves/ground
Crawling	R	Inside attics/pipes/ditches
Bending	O	Filing in lower drawers, retrieving items from lower shelves/ground
Twisting	O	From computer to telephone, retrieving items from lower shelves/ground
Climbing	O	Stairs
Balancing	O	On ladders, on equipment, on step stools
Vision	C	Reading, computer, driving, observing work site
Hearing	C	Communicating via telephone/radio to co-workers/public, listening to equipment
Talking	C	Communicating via telephone/radio to co-workers/public
Foot Controls	O	Driving
Other (specified if applicable)		



MACHINES, TOOLS, EQUIPMENT, SOFTWARE, AND HARDWARE:

Telephone, various office equipment, and computer and associated hardware and software.

ENVIRONMENTAL FACTORS:

C Continuously	F Frequently	O Occasionally	R Rarely	N Never
--------------------------	------------------------	--------------------------	--------------------	-------------------

D Daily	W Several Times Per Week	M Several Times Per Month	S Seasonally	N Never
-------------------	--	---	------------------------	-------------------

-Health and Safety Factors-	
Mechanical Hazards	F
Chemical Hazards	F
Electrical Hazards	F
Fire Hazards	F
Explosives	R
Communicable Diseases	F
Physical Danger or Abuse	F
Other	

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

PROTECTIVE EQUIPMENT REQUIRED: All standard police equipment.

NON-PHYSICAL DEMANDS:

F Frequently From 1/3 to 2/3 of the time	O Occasionally Up to 1/3 of the time	R Rarely Less than 1 hour per week	N Never Never occurs
---	---	---	-----------------------------------

-Description of Non-Physical Demands-	-Frequency-
Time Pressure	F
Emergency Situation	O
Frequent Change of Tasks	F
Irregular Work Schedule/Overtime	O
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	

PRIMARY WORK LOCATION:

Office Environment	X	Vehicle	X
Warehouse		Outdoors	X
Shop		Other	
Recreation/Neighborhood Center			

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.



Title: Senior Social Media and Website Specialist

FLSA Status: Exempt

BRIEF DESCRIPTION:

This purpose of this position is to serve in a lead capacity in the planning, coordination and execution of the Sacramento Regional Transit District’s (RT) various social media and web-based campaigns. This is accomplished by serving as a subject matter expert in electronic communication initiatives; monitoring, analyzing and reporting performance results; serving as RT’s expert on social media and electronic communications programs, trends, best practices, policies and emerging technologies; collaborating with staff to manage and enhance RT’s presence, and interaction with its customers, audiences, and social communities; being fluent in the full array of social media and electronic communication tools, channels, and networks, as well as web design, creation and maintenance; and effectively communicating and disseminating RT information, and educating and building support and advocacy for RT initiatives.

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.

(S) Sedentary Exerting up to 10 lbs. occasionally or negligible weights frequently; sitting most of the time.	(L) Light Exerting up to 20 lbs. occasionally; 10 lbs. frequently; or negligible amounts constantly; OR requires walking or standing to a significant degree.	(M) Medium Exerting 20-50 lbs. occasionally; 10-25 lbs. frequently; or up to 10 lbs. constantly.	(H) Heavy Exerting 50-100 lbs. occasionally; 10-25 lbs. frequently; or up to 10-20 lbs. constantly.	(V) Very Heavy Exerting over 100 lbs. occasionally; 50-100 lbs. frequently; or up to 20-50 lbs. constantly.
---	---	--	---	---

#	Code	Essential Functions	% of Time
1	S	Develops, coordinates and implements integrated social media programs, projects and activities using best practices and techniques to increase organizational visibility, presence, and interaction with its customers, audiences, partners, and social communities/followers and to generate new revenue opportunities. Interacts and engages daily with customers and general audiences on a variety of social sites, including Facebook, Twitter, Instagram, etc. Takes a lead role in social customer service and satisfaction, and provides timely responses to questions and concerns. Serves as the primary point of contact for RT’s social media platforms. Monitors, tracks and analyzes utilization of social media, and recommends improvements to increase effectiveness.	35%
2	S	Develops, implements and maintains integrated website to engage, build and improve relationships with internal and external stakeholders by generating, editing and publishing daily content; manages programming, content management software and third-party website services; works with staff to define organizational needs and expectations; prepares final website design and user	30%



		documentation necessary for programming and oversees the installation and updating of application packages, databases, development tools, and other related elements. Monitors, tracks and analyzes utilization of website, and recommends improvements to increase effectiveness.	
4		Provides guidance related to RT's social and web-based media campaigns, assesses business needs, recommends and implements solutions to enhance social media goals and strategies and manages internal and external resources to implement social and web-based media programs, projects and activities. Aligns website and social media strategies with integrated marketing and communications strategies, assists with defining project scope, deliverables, schedules, budgets, and task lists, tracks projects from initiation to successful completion and prepares reports on projects and other activities.	15%
3	S	Writes and edits social media content, website content, press releases, news articles, ads; writes, produces and edits videos for electronic dissemination.	10%
4	S	Represents RT at events and activities; conducts presentations to internal and external audiences; and develops, coordinates and implements marketing and promotional campaigns.	10%

JOB REQUIREMENTS:

-Description of Minimum Job Requirements-	
Formal Education	<p>Work requires broad knowledge in a general professional or technical field. Knowledge is normally acquired through four (4) years of an accredited college or university resulting in a Bachelor's degree or equivalent in Journalism, Communications, Multimedia and Digital Media Production or a closely 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 five (5) years' experience in digital communications with two (2) years' experience in a lead or supervisory strategic communications role.
Supervision	Work requires functioning as a lead worker performing essentially the same work as those directed, and includes overseeing work quality, training, instructing, and scheduling work.
Human Collaboration Skills	Work may require providing advice to others outside direct reporting relationships on specific problems or general policies. Contacts may require the consideration of different points of view to reach agreement. Elements of persuasion may be necessary to gain cooperation and acceptance of ideas.



Freedom to Act	The employee normally performs the job by following established standard operating procedures and/or policies. There is a choice of the appropriate procedure or policy to apply to duties. Performance reviewed periodically.
Technical Skills	Skilled: Work requires a comprehensive, practical knowledge of a technical field with use of analytical judgment and decision-making abilities appropriate to the work environment of the organization.
Budget Responsibility	Position has limited fiscal responsibility. May assist in the collection of data in support of recommendations for departmental budget allocations. May monitor division or program/project level budget and expenditures.
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	Intermediate - Ability to deal with a system of real numbers; and practical application of fractions, percentages, ratios/proportions and measurement. Ordinarily, such education is obtained in high school up to college. 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	



KNOWLEDGE
<ul style="list-style-type: none"> • Principles of effective public and internal communications, copywriting and digital marketing, including targeted social media. • Advanced understanding of social media and website marketing principles, best practices, tools and technologies. • Principles of project management. • Principles of effective stakeholder relationships and partnerships. • Principles of website design and maintenance, web software, workflow, and integration into business applications. • Evolving Web standards. • Strong understanding of social media, monitoring and related platforms (Facebook, Twitter, Instagram, LinkedIn, Pinterest, Google+, YouTube, Snapchat, Flickr, Hootsuite, Sprout Social, Bitly, etc). • Advanced computer software editing programs (Final Cut Pro, AVID and Adobe Creative Suite and video equipment (cameras, microphones and lighting). • Advanced web design and content management systems, including (HTML/XHTML, CSS, Flash, JavaScript, WordPress, etc.). • Computer system security, data security, and application security practices

SKILLS
<ul style="list-style-type: none"> • Specialized software related to website development • Content marketing and analytics. • Persuasive copywriting.

ABILITIES
<ul style="list-style-type: none"> • Write and edit content across platforms. • Administer a variety of actions to RT’s web portals, including creating and manipulating data in various business systems. • Develop, coordinate, manage and monitor web content and electronic information and effectively address and resolve related issues. • Stay abreast of latest software, web tools and databases for creating and maintaining web pages. • Develop, coordinate and manage effective social media campaigns and initiatives from concept to final product launch while adhering to project budgets and schedules. • Monitor, analyze, interpret, and report social media campaign performance and results, and recommend and implement solutions and strategies. • Monitor marketing and social media trends. • Plan, develop and execute social media strategies to enhance RT’s presence and interaction with its customers, audiences, communities, and partners, and improve customer service relationships. • Review, monitor, and provide guidance to employees, consultants or vendors who



are working on assigned projects.

- Manage marketing efforts across social media platforms.
- Manage multiple projects simultaneously using good organization skills, make sound decisions, and prioritize responses to properly resolve issues or situations.
- Prepare clear and comprehensive correspondence, reports, presentations, web content, and other materials.
- Prepare and manage a project budget.
- Lead and facilitate discussions with large, diverse groups of individuals.
- Effectively and concisely communicate with various communities, audiences, and customers, both verbally and in writing.
- Reason logically, take initiative, analyze complex issues or situations, and formulate and implement appropriate actions independently.
- Promote teamwork and collaborative problem solving with diverse and cross-functional staff.
- Effectively represent RT in a variety of official capacities.
- Establish and maintain cooperative working relationships with those contacted in the course of work.



OVERALL PHYSICAL STRENGTH DEMANDS:

-Physical strength for this position is indicated below with “X”-

Sedentary	Light	X	Medium	Heavy	Very Heavy
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 Continuously 2/3 or more of the time.	F Frequently From 1/3 to 2/3 of the time.	O Occasionally Up to 1/3 of the time.	R Rarely Less than 1 hour per week.	N Never 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	Communicating with co-workers
Sitting	C	Desk work; meetings
Walking	O	To other departments/offices; around worksite
Lifting	O	Supplies; equipment; files
Carrying	O	Supplies, equipment; files
Pushing/Pulling	O	File drawers; equipment
Reaching	O	For supplies; for files
Handling	O	Paperwork
Fine Dexterity	C	Computer keyboard
Kneeling	O	Filing in lower drawers; retrieving items from lower shelves/ground
Crouching	O	Filing in lower drawers; retrieving items from lower shelves/ground
Crawling	R	Under equipment
Bending	O	Filing in lower drawers; retrieving items from lower shelves/ground
Twisting	O	From computer to telephone; retrieving items from lower shelves/ground
Climbing	R	Stairs
Balancing	R	On step stool
Vision	C	Reading; computer
Hearing	F	Communicating via telephone/radio to co-workers/public
Talking	C	Communicating via telephone/radio to co-workers/public
Foot Controls	O	Driving
Other (specified if applicable)		

MACHINES, TOOLS, EQUIPMENT, SOFTWARE, AND HARDWARE:

Calculator, telephone, scanner, fax machine, vehicle, computer and associated hardware and software.



ENVIRONMENTAL FACTORS:

C Continuously	F Frequently	O Occasionally	R Rarely	N Never
--------------------------	------------------------	--------------------------	--------------------	-------------------

D Daily	W Several Times Per Week	M Several Times Per Month	S Seasonally	N Never
-------------------	--	---	------------------------	-------------------

-Health and Safety Factors-	
Mechanical Hazards	N
Chemical Hazards	N
Electrical Hazards	R
Fire Hazards	R
Explosives	N
Communicable Diseases	R
Physical Danger or Abuse	R
Other	

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

PROTECTIVE EQUIPMENT REQUIRED:

NON-PHYSICAL DEMANDS:

F Frequently From 1/3 to 2/3 of the time	O Occasionally Up to 1/3 of the time	R Rarely Less than 1 hour per week	N Never Never occurs
---	---	---	-----------------------------------

-Description of Non-Physical Demands-	-Frequency-
Time Pressure	F
Emergency Situation	R
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	F
Noisy/Distracting Environment	O
Other	

PRIMARY WORK LOCATION:

Office Environment	X	Vehicle	
Warehouse		Outdoors	
Shop		Other	
Recreation/Neighborhood Center			

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.