



NEW EMPLOYMENT OPPORTUNITY

External Affairs Director (Full Time w/ Full Benefits)

Salary Range: \$14,667 - \$19,800 per month

Application Deadline: Tuesday April 23rd, 2024 4:00PM

The Riverside County Transportation Commission (RCTC/Commission), established through California State law, oversees funding and coordination of all public transportation services within Riverside County. The Commission's responsibilities have grown in the over 41 years since its inception from coordinating highway and transit planning and identifying projects for state and federal funding to responsibility for all aspects of region-wide planning for Riverside County's mobility and operating toll facilities. Join an amazing team at RCTC and help plan and deliver transportation solutions!

General Description:

Under general direction, plans, manages, and provides oversight for a comprehensive government relations and legislative program; public and media affairs, community engagement, and commuter services activities in support of RCTC projects and programs; directs the work of contract communication specialists and legislative advocates at the local, state, and federal levels; and performs related work as required.

This is a Department Head classification that oversees, directs, and participates in all activities in the External Affairs Department, including public information, media relations, government relations, legislative advocacy, community engagement, and commuter assistance programs. This class provides assistance to the Deputy Executive Director in various administrative, coordinative, analytical, and liaison capacities. This position devises strategic communication, public engagement, and legislative advocacy plans that maintains RCTC's credibility with the public, partner agencies, and local, state, and federal governments. This position must perform as a subject matter expert in evaluating complex federal and state legislation and is required to have advanced knowledge of legislative and regulatory processes. Additionally, this position requires expert knowledge and a practical understanding of public and community engagement strategies, practices, and procedures and the ability to oversee a diverse communication and public affairs program in support of RCTC projects and programs. Successful performance of the work requires an extensive professional background as well as skills in coordinating legislation, communications, public outreach program work.

Qualifications

Required: Equivalent to graduation from an accredited college or university with major coursework in business administration, public administration, government, legal, or political sciences, or a related field and ten (10) years of professional experience in legislative research, analysis, evaluation, and advocacy at the state and/or federal level or a related field, including at least six (6) years in a management capacity.

Licenses and Certifications:

- Possession of, or ability to obtain, a valid California Driver's License by time of appointment.

EXAMPLES OF TYPICAL JOB FUNCTIONS (Illustrative Only)

Management reserves the right to add, modify, change, or rescind the work assignments of different positions and to make reasonable accommodations so that qualified employees can perform the essential functions of the job.

- Directly implements RCTC's External Affairs Department including supervising four manager-level staff related to Legislative Affairs, Public Affairs, Community Engagement, and Commuter Assistance programs.
- Leads the departmental planning and operational goals and objectives, and furthering RCTC's mission, goals, and objectives; provides expert guidance and assistance to the Commission, Executive Management, and staff.
- Participates in the preparation and administration of the budgets for External Affairs and related programs; forecasts additional funds needed for materials and supplies.
- Oversees and evaluates the impact of current and proposed federal and state legislation, legislative issues, budget issues, regulations, and policies on RCTC projects and programs; develops and presents analysis and recommendations on RCTC's position and implementation strategies to the Executive Director, Deputy Executive Director, and the Commission.
- Plans, organizes, and implements activities to further RCTC's legislative interests, including finalizing the annual legislative platforms and coordinating the work of contract lobbyist in Washington D.C. and Sacramento.
- Testifies to legislative committees on behalf of RCTC as needed; travels to Washington, DC, and Sacramento to brief members of congress, the state legislature, the administration, and their staff on transportation and habitat conservation issues as needed.
- Provides consultation and advice to executive management on communications and political strategies. Writes proposed legislative amendments; authors letters; drafts testimonies and talking points and speeches for elected officials or the Executive Director; develops presentations, news releases, and blog posts.
- Coordinates travel, meetings, and logistics for executive management and elected officials as part of RCTC's legislative advocacy and communication program.
- Brand the Commission's programs, projects, and initiatives with the public and key stakeholders.
- Assist in implementing elements of the RCTC's Traffic Relief Plan and other Commission or Board-adopted plans and polices.
- Oversee the operations and activities for construction projects communication and outreach.
- Direct and oversee the management of the Commission's digital communication, including website, social media, video, and newsletter activities.
- Responsible for building and maintaining relationships with external stakeholders in support of the Commission's government relations and communications objectives; serves as a liaison and builds coalitions.
- Represents RCTC at community, intergovernmental, and business meetings, including City Council meetings, public hearings, advocacy association meetings, and Chamber of Commerce meetings, and before transportation and habitat conservation interest groups at the regional, state, and national levels.
- Represents RCTC with media organizations from time to time.
- Performs other duties as required.

Knowledge of:

- Administrative principles and practices including goal setting, program development, implementation, and evaluation.
- Principles and practices of employee supervision, including work planning, assignment, review and evaluation, and the training of staff in work procedures.
- Principles and practices of government relations and legislative program goal setting, development, implementation, and evaluation.
- Principles, practices, and techniques of public affairs, community and government relations, outreach, and media relations program development, implementation, and evaluation.
- Legislative practices and processes and operations of government at local, state, and federal levels.

- Principles, practices, concepts, and methods of state and federal legislation research, development, analysis, and evaluation.
- Applicable federal, state, and local laws, regulatory codes, ordinances, and procedures related to assigned area of responsibility.
- Principles, practices, and processes of policy development.
- Developing and implementing public outreach plans.
- Practices of researching issues, evaluating alternatives, making sound recommendations, and preparing and presenting effective staff reports.
- Methods and techniques of public speaking and speechwriting.
- Basic principles and practices of budget development, administration, and accountability.
- Recent and on-going developments, current literature, and sources of information related to government relations, legislative programs, and strategic communications.
- Record keeping principles and procedures.
- Modern office practices, methods, and computer equipment and applications related to the work.
- Expert English usage, grammar, spelling, vocabulary, and punctuation.
- Techniques for effectively representing RCTC in contacts with governmental agencies, community groups, and various business, professional, educational, regulatory, and legislative organizations.
- Techniques for providing a high level of customer service by effectively dealing with the public, vendors, contractors, and RCTC staff.

Ability to:

- Develop and implement goals, objectives, policies, procedures, work standards, and internal controls for the department and assigned program areas.
- Provide administrative and professional leadership and direction for the department and RCTC.
- Plan, research, organize, coordinate, and implement comprehensive government relations and legislative programs.
- Perform responsible and difficult legislative research, development, analysis, and evaluation involving the use of independent judgment and personal initiative.
- Build consensus and coalitions and lead a diverse group toward common goals.
- Analyze, interpret, summarize, and present technical and legal information and data in an effective manner.
- Develop effective legislative outreach and community engagement strategies and campaigns; work effectively with diverse groups of different ages and various socio-economic backgrounds; listen to and discuss problems and complaints tactfully.
- Interpret, apply, explain, and ensure compliance with federal, state, and local policies, procedures, laws, and regulations.
- Evaluate and develop improvements in operations, procedures, policies, or methods.
- Prepare clear and concise reports, correspondence, policies, procedures, and other written materials.
- Conduct complex research projects, evaluate alternatives, make sound recommendations, and prepare effective staff reports.
- Effectively represent the department and RCTC in meetings with governmental agencies, community groups, and various businesses, professional, and regulatory organizations, and in meetings with individuals.
- Effectively speak on camera, on the radio, and with print media.
- Write effectively, accurately, and persuasively.
- Establish and maintain a variety of filing, record keeping, and tracking systems.
- Organize and prioritize a variety of projects and multiple tasks in an effective and timely manner; organize own work, set priorities, and meet critical time deadlines.
- Operate modern office equipment including computer equipment and specialized software applications programs.
- Use English effectively to communicate in person, over the telephone, and in writing.
- Use tact, initiative, prudence, and independent judgment within general policy, procedural, and legal guidelines.
- Establish, maintain, and foster positive and effective working relationships with those contacted in the course of work.

Physical & Environmental Elements:

Must possess mobility to work in a standard office setting and use standard office equipment, including a computer; to operate a motor vehicle and to visit various RCTC meeting sites; vision to read printed materials and a computer screen; and hearing and speech to communicate in person and over the telephone. This is primarily a sedentary office classification although standing in and walking between work areas may be required. Finger dexterity is needed to access, enter, and retrieve data using a computer keyboard or calculator and to operate standard office equipment. Positions in this classification bend, stoop, kneel, reach, push, and pull drawers open and closed to retrieve and file information. Employees must possess the ability to lift, carry, push, and pull materials and objects up to 25 pounds.

This is primarily a sedentary classification and the employee works in an office environment with moderate noise levels, controlled temperature conditions, and no direct exposure to hazardous physical substances. The employee interfaces with staff, management, other departmental representatives, transportation and government officials, business representatives, and the general public in explaining RCTC policies and requesting and providing information.

Summary of Benefits Available

CalPERS Retirement System <i>Classic: 2.7% @ 55 / PEPR: 2% @ 62</i>	Short and Long-Term Disability
Up to \$1500/month towards Medical Plans	9/80 Work Schedule
Dental & Vision fully paid by RCTC	Vacation
401(a) Money Purchase Plan	Sick Leave
457 Deferred Compensation	12 Holidays/Year
\$100,000 Group Life Insurance	Transportation Assistance Programs
	Tuition Reimbursement Program

**An RCTC employment application and resume must be
submitted for consideration by the application deadline.**

For more information, please visit www.rctc.org

4/2024