



**RIVERSIDE  
COUNTY  
TRANSPORTATION  
COMMISSION**

*invites your interest in the position of*

# External Affairs Director



Recruitment Services Provided by Ralph Andersen & Associates

# The Position

The Riverside County Transportation Commission is seeking a highly qualified, proactive External Affairs Director to lead and manage its public affairs, community engagement and federal, state, and local government relations strategy. The position has been vacant since the previous incumbent was promoted to the Deputy Executive Director position in 2024.

This role is critical in ensuring that RCTC's interests are effectively represented and advanced in the public policy arena. This position also requires an advanced understanding of public and community engagement strategies and the ability to oversee a diverse and unique set of communications and public affairs programs in support of RCTC projects and programs.

The External Affairs Director will work closely with Commissioners, Directors, the Executive Director, Deputy Executive Director, federal and state legislators, and other political stakeholders to develop and implement strategies that align with RCTC's goals and objectives.

The External Affairs Director will have supervisory responsibility over four managers: Public Affairs, Community Engagement, Commuter/Motorist Assistance, and Legislative Affairs.

## Key Responsibilities:

- **Government Relations Management:** Proactively develop and implement comprehensive government relations strategies across federal, state, and local levels. Maintain high visibility and effective communication with elected and appointed officials, their staffs, and other internal and external advocacy stakeholders.
- **Legislative Analysis and Advocacy:** Conduct detailed analyses of proposed legislation and regulatory changes impacting RCTC projects, programs, and funding; work with and mobilize coalitions; providing strategic recommendations to the Commission, Board, Executive Director, and Deputy Executive Director.
- **Relationship Building:** Establish and maintain strong relationships with key partners, including state and federal elected delegations and their staff; paid consultants and lobbyists; industry groups; and community organizations. Ideally, this person can develop those relationships at such a level that the Commission and Board is not caught off guard on legislative issues and policies being considered or stakeholder issues concerning an RCTC project or program. 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.
- **Communication:** Proactively develop and execute communication strategies to effectively convey and strategically advocate for RCTC's position and policies to internal and external audiences. Deploy strategies that will educate the public and gain their support on RCTC projects. They will also be forward-thinking and acutely aware of the messaging and how their communication can strategically position RCTC. Direct and oversee the management of the Commission's digital communication, including website, social media, video, and newsletter activities.
- **Leadership and Collaboration:** Work closely with the Executive Director, Deputy Executive Director, and others to coordinate RCTC's policy advocacy as well as lead strategies that build public consensus and support for RCTC activities.
- **Implementation:** Assist in implementing elements of the RCTC's Traffic Relief Plan and other Commission or Board-adopted plans and polices.
- **Branding:** Brand the Commission's programs, projects, and initiatives with the public and key stakeholders.



## The Position *continued*

RCTC has a FY24/25 budget of \$1,286 million with 84 allocated positions which includes a 12-member Management Team.

### *Knowledge of:*

- Principles, practices, and techniques of public affairs and community engagement program development, implementation, and evaluation.
- Principles and practices of government relations and legislative program goal setting, development, implementation, and evaluation.
- Legislative practices and processes and operations of government at local, state, and federal levels.
- Applicable federal, state, and local laws, regulatory codes, ordinances, and procedures related to assigned area of responsibility.
- Program budgeting and staff management.

## Ideal Candidate

The ideal candidate will have a proven track record in external relations, expert strategic writing, and verbal communication skills, strong negotiation capabilities, and the ability to navigate complex political landscapes with diplomacy and tact. The ideal candidate will be a dynamic, experienced proactive professional, building strong relationships, and advancing RCTC's strategic goals. The position requires a blend of strategic insight, excellent communication skills, and the ability to work effectively with a diverse range of stakeholders.





## Ideal Candidate *continued*

### *Qualities of Ideal Candidate:*

- **Strategic Leadership:** Essential for navigating complex political landscapes and aligning RCTC's strategies with government policies and stakeholder interests.
- **Proactive and Forward-Thinking:** Necessary for anticipating challenges and opportunities, allowing RCTC to stay ahead of issues and respond effectively to legislative changes.
- **Strong Communication Skills:** Crucial for articulating RCTC's positions and building consensus among diverse stakeholders, including the Board, government officials, and the community.
- **Political Acumen and Sensitivity:** Important for managing relationships with key partners and understanding the nuances of different political environments to advocate effectively for RCTC's interests.
- **Relationship Building and Negotiation:** Vital for maintaining strong partnerships with local, state, and federal entities, and for negotiating favorable outcomes for RCTC in legislative and policy matters.
- **Confidence with Humility:** Needed to assertively represent RCTC's interests while remaining open to feedback and able to build consensus among various parties.





## Education and Experience:



Any combination of training and experience that would provide the required knowledge, skills, and abilities is qualifying. A typical way to obtain the required qualifications would be:

Equivalent to graduation from an accredited college or university with major coursework in business administration, public administration, government, legal, marketing, communications, 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 management capacity.





# Compensation and Benefits



The salary range for this position is \$183,036 to \$247,104 annually and will be based on qualifications and experience. RCTC offers a competitive benefits program, which will include:

- Retirement: CalPERS retirement plan for Classic members is 2.7% @ 55 with employee paying a contribution of 8%. Benefits based on single highest year of compensation. New PEPRA members is 2% @62 with employee paying 8.5% of the retirement contribution. RCTC does not participate in Social Security.
- Choice of HMO and PPO medical insurance plans.
- Employer paid dental, vision, life insurance, and long-term disability plans.
- Vacation starting at 80 hours of vacation per year as well as Holiday and sick leave accruals.
- Other benefits include educational reimbursement, professional development, and commuter assistance.
- 401(a) Money Purchase Plan: Employer contributes equivalent to 7.5% of salary each year. Employees vest in the account at 20% each year and become fully vested after five years of RCTC service.



## To Be Considered

This is a confidential recruitment and will be handled accordingly throughout the various stages of the process. Candidates should be aware that references will not be contacted until mutual interest has been established. Candidates are encouraged to apply immediately, with the recruitment closing on **Monday, March 3, 2025**.

Candidates should submit a comprehensive résumé and a compelling cover letter immediately via email to: [apply@ralphandersen.com](mailto:apply@ralphandersen.com). Confidential inquiries should be directed to Mr. Fred Wilson, Ralph Andersen & Associates at (916) 630-4900.

*Riverside County Transportation Commission  
is an equal opportunity employer*

[www.rctc.org](http://www.rctc.org)