

Los Angeles County Metropolitan Transportation Authority

Job Class Specification

CHIEF COMMUNICATIONS OFFICER

Pay Grade HBB

(\$161,616.00 - \$202,030.40 - \$242,424.00)

Basic Function

To direct and implement Metro's overall communications efforts, and to oversee the activities of the Communications departments.

Classification Characteristics

This classification is exempt/at-will and the incumbent serves at the pleasure of the hiring authority.

Supervised by: Chief Executive Officer

Supervises: DEO, Public Relations; DEO, Community Relations; DEO, Communications; DEO, Government Relations; Director, Social Media; Director, Customer Relations; Director, Customer Programs And Services; Communications Manager; Administration & Financial Services Manager; Sr Administrative Analyst; Administrative Analyst; Asst Public Communications Officer; Administrative Aide

FLSA: Exempt

Work Environment

In order to achieve the Agency's goals in support of its mission, potential candidates are required to commit and continuously practice and demonstrate the following work values:

- **Safety** – To ensure that our employees, passengers and the general public's safety is always our first consideration.
- **Services Excellence** – To provide safe, clean, reliable, on-time, courteous service for our clients and customers.
- **Workforce Development** – To make Metro a learning organization that attracts, develops, motivates and retains a world-class workforce.
- **Fiscal Responsibility** – To manage every taxpayer and customer-generated dollar as if it were coming from our own pocket.
- **Innovation and Technology** – To actively participate in identifying best practices for continuous improvement.
- **Sustainability** – To reduce, reuse and recycle all internal resources and reduce green house gas emissions.

CHIEF COMMUNICATIONS OFFICER

(Continued)

- **Integrity** – To rely on the professional ethics and honesty of every Metro employee.
- **Teamwork** – To actively blend our individual talents to achieve world-class performance and service.
- **Civil Rights** – To actively promote compliance with all civil rights statutes, regulations and policies.
- **Community** - To actively engage with the Community as it relates to Metro interest/services.

Examples of Duties

- Develops, directs, and implements communications programs in support of Metro's marketing, community relations, public relations, intergovernmental relations, and multi-modal and local government relations programs consistent with Metro goals and objectives.
- Consults with and recommends to CEO and management effective legislative and communications programs to enhance Metro's image.
- Represents the department and Metro before the CEO, Board of Directors, public officials, other governmental agencies, community groups, and on inter-agency committees.
- Prepares and presents written and oral reports to Metro Management and the Board of Directors.
- Plans, develops, and administers departmental policies and procedures.
- Establishes priorities for department tasks and special projects.
- Oversees preparation and administration of department's budget.
- Discusses, informs, and advises management on department operations and special projects.
- Supervises subordinate staff.
- Creates Metro's safety vision; approves and adopts the agency's safety rules, policies, procedures; communicates safety expectations; and maintains accountability for the safety performance of the entire agency.
- Contributes to ensuring that the EEO policies and programs of Metro are carried out.

Essential Knowledge and Abilities

Knowledge of:

- Theories, principles, and practices of communications programs.
- Applicable local, state, and federal laws, rules, and regulations.
- Public agency protocol, procurement procedures, and contract administration.
- Modern management theory.
- Social, political, and environmental issues influencing transit programs.
- Modern social media practices and processes.

Ability to:

CHIEF COMMUNICATIONS OFFICER

(Continued)

- Plan, organize, and direct the work of communications departments.
- Prepare comprehensive reports and correspondence.
- Interact professionally with various levels of Metro employees and outside representatives.
- Represent Metro before the Board of Directors, elected officials, and the public.
- Understand, interpret, and apply laws, rules, regulations, policies, procedures, contracts, budgets, and labor/management agreements.
- Analyze situations, identify problems, recommend solutions, and evaluate outcome.
- Determine strategies to achieve goals.
- Establish and implement policies and procedures.
- Communicate effectively orally and in writing.
- Exercise judgment and creativity in making decisions.
- Plan financial and staffing needs.
- Make financial decisions within a budget.
- Supervise subordinate staff.
- Travel to offsite locations within a reasonable timeframe.
- Read, write, speak, and understand English.

Minimum Qualifications

Potential candidates interested in the CHIEF COMMUNICATIONS OFFICER position MUST meet the following requirements:

- Bachelor's degree - Public Administration, Communications, Marketing, Public Affairs, Journalism, or other related field.
- 8 years' senior management-level experience administering communications, marketing, public relations, community relations, legislative affairs, or advertising programs.
- Master's degree - Communications, Marketing, Journalism, Public Affairs, or other related field desirable.
- Valid California Class C driver's license.

Special Conditions

- None.

Disclaimer

This job specification is not to be construed as an exhaustive statement of duties, responsibilities, or requirements. Employees may be required to perform any other job-related instructions as requested by their supervisor.