



**METROPOLITAN
TRANSPORTATION
COMMISSION**

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Principal, Public Engagement (PBE)

Salary: \$52.27 - \$68.25 Hourly
\$108,720.00 – \$141,961.00 Annually

Classification: Principal - Executive Administrative (exempt position)

Reports to: Section Director, Legislation & Public Affairs (LPA)

Supervises: Approximately Eight

Incumbent: OPEN

Under the general direction of the Legislation & Public Affairs Section Director, lead, oversee, review, and perform professional level community relations, public information activities and the public outreach and engagement responsibilities of MTC. This position is the lead editor for publications related to public engagement and responsible for the content of the Agency's external and internal publications (paper and electronic).

Principals are expected to successfully execute responsibilities and duties by managing reporting staff, consultants and other resources available to the agency. New and different program, project, or functional assignments may be assigned to Principals in an effort to keep up with the agency's changing policy requirements. The Principal position requires an individual with creativity and vision who can successfully direct daily operations and introduce improved processes and procedures in support of the Section's business goals and objectives. Principal level employees participate as members of the agency's management team, and are responsible for initiating, implementing and carrying to completion projects, services, programs, and operations.

Individuals at the Principal level are expected to have the:

- Ability to build consensus among diverse stakeholders.
- Ability to manage complex budgeting and expense monitoring.
- Ability to execute complicated procurements and vendor selection processes, and manage vendor and consultant relationships.
- Be a transformational leader with strong analytical, problem-solving, organizational and interpersonal skills; supervise reporting staff; monitor, evaluate, direct and train staff.
- Communicate well and clearly, both orally and in writing, distilling complex concepts into compelling, relevant and understandable presentations.

- Ability to make decisions that produce high-quality results by applying skills and knowledge, and calculating risks.
- Meet organizational goals and performance expectations. Have ability to set objectives and goals; scope out length and difficulty of projects; break down work into the process steps; develop schedules and task/people assignments; anticipate and adjust for problems and roadblocks; measure performance against goals and evaluates results.
- Build effective relationships, make timely decisions, work with ambiguity, understand technology requirements, understand best practice organizational business operations, get results and achieve goals.
- Apply a combination of broad managerial skills and technical knowledge to all job aspects.
- Prioritize, and control projects and the project portfolio that relate to the selection, acquisition, development, and implementation of programs.
- Provide strong experience working directly with executives, senior managers, staff and outside business partners, consultants, and contractors.
- Work safely and follow regulatory and MTC policy and processes; represent Agency business decisions and actions accurately.

Essential Duties and Responsibilities for this position include:

Leading, overseeing, reviewing and performing professional level community relations and general public information activities; continually develop methods and techniques for improved interaction between MTC and the general community, special targeted audiences, the local, state, special district and federal agencies. Serve as lead editor for publications related to public engagement and review the content of the agency's external and internal websites; direct the production of, and participate in writing, editing, publishing and distributing a wide range of public relations literature, informational reports/newsletters that are relevant to the agency's public outreach and involvement program. Providing direction to the public outreach staff; demonstrate a thorough understanding of all applicable policies, procedures and work methods associated with assigned duties; perform other related duties as required.

Strategic Management:

- Develop goals, milestones and strategic recommendations for review and approval by the Executive Office and the Commission.
- In cooperation with other agency Principal staff members and Section Directors, coordinate Legislation & Public Affairs Section staff assignments to ensure effective use of available resources and develop and prioritize work tasks accordingly.
- Coordinate with Section Directors, Principals and senior staff to achieve cohesive and comprehensive development of Policy recommendations. Ensure the integration of assigned responsibilities with related responsibilities both within and outside of the Legislation & Public Affairs Section.
- Oversee delivery of major work products.

Program Management:

- Continually develop methods and techniques for improved interaction between MTC and the general public, community-based organizations, special targeted audiences, and the local, state, special district and federal agencies.
- Support public outreach efforts by developing news media campaigns and strategies, community relations, publications and education related programs; liaison with other agencies, public groups, citizens' committee(s) and other interested parties regarding the agency's public information issues; write articles, op-ed pieces, reports and scripts for a wide variety of audiences.
- Serve as lead editor for publications related to public engagement and review the content of the agency's external and internal websites.
- Oversee the writing, editing, publishing and distribution of a wide range of public engagement and outreach literature, informational reports/newsletters and the awards program that are relevant to the agency's public outreach and involvement program.
- Develop, plan, implement and maintain public information programs; monitor the effectiveness of the programs, prepare recommendations on alternatives and priorities and make changes as appropriate; work with community, government and media representatives in the development of outreach programs.
- Compile and analyze data in order to assess cost, operational feasibility and other aspects of the public information and other programs and projects; and perform research and analysis in the preparation of informational and promotional communications.
- Confer with personnel from other units, sections and outside agencies in coordinating assigned projects; meet with representatives of outside agencies, community organizations, other groups and the public to provide community outreach, share information and resolve problems.
- Participate in the development of assigned program budgets; participate in the forecast of necessary funds for staffing, materials, services and supplies; monitor and track approved budgets; discuss and resolve budget issues with appropriate staff; implement adjustments as necessary.
- Serve as technical advisor to MTC staff and officials, other agencies, outside organizations and members of the public.
- Monitor and keep informed of current trends in assigned program areas, including legislation, court rulings, current events and transportation plans that need to be communicated to various audiences.
- Organize, attend and serve MTC's interests at public, community and special interest meetings, as well as civic and legislative events; respond to the most complex and difficult inquiries and requests for information; provide information and resolve issues and complaints; represent the unit to other MTC sections, other agencies, civic groups

and the public; establish and maintain a customer service orientation within the program; and provide language translation to minority audiences as may be appropriate.

- Establish positive working relationships with those contacted during the course of work.

Staff Oversight

- Monitor overall work assignments and work flow. Ensure that staff assignments are resourced correctly to deliver projects and ensure operational success. Identify shortfalls/gaps in resources and recommend solutions.
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- Provide lead direction and work assignment to assigned staff; instruct staff in work procedures, and review and evaluate work performed;
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- Participate in the selection, orientation, training and evaluation programs for assigned personnel; provide or coordinate staff training, provide positive motivation for employee performance, identify and resolve staff deficiencies; review the work of staff to ensure compliance with applicable federal, state and local laws, codes and regulations.
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- Provide direction and guidance to Seniors and their teams. Serve as point of escalation for problem-solving, conflict resolution. Ensure Section Director is updated and informed of program operations and projects.
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- Ongoing services as needed. Support other duties, as appropriate.

Skills and Abilities:

Knowledge of:

- Applicable federal, state and local laws, codes and regulations including MTC's policies and procedures related to transportation programs.
- Public relations, promotional campaigns and community outreach efforts, as well as expertise in producing high quality publications in print and web based.
- Methods and techniques of program development, implementation, operation and evaluation.
- Principles and practices of communication techniques, public information programs and legislative analysis, transportation programming and funding.
- Best practices for editing, formatting, and presentation of written information.
- Methods and techniques for record keeping and report preparation and writing.
- Proper English, spelling and grammar.

Ability to:

- Oversee the principles and practices of research and analytical methods, media relations, reporting and news writing and ensuring access to persons with limited English proficiency in MTC's jurisdiction.
- Listen and exhibit interpersonal skills, and considerable tact and discretion in representing MTC to varied audiences and special interest groups.
- Work effectively with diverse groups, with an ability to listen to and discuss problems and complaints tactfully.

- Plan, organize and coordinate a variety of public information, media and legislative related activities and programs including development of effective public and community outreach strategies.
- Develop program and action recommendations, and assist in making decisions of considerable regional impact
- Investigate, analyze and interpret complex transportation-related legislation and programs for general audiences; analyze, interpret and evaluate staff reports, new laws, regulations and codes; adjust standard operating procedures to improve effectiveness and comply with regulatory changes as appropriate.
- Represent MTC in a variety of community hearings, meetings and/or events.
- Maintain confidentiality.
- Assist with budget development and monitoring;
- Use initiative, sound judgment, and make decisions within established procedural guidelines.

Minimum Qualifications:

Education: Completion of a Master's degree in a communications, journalism, English, liberal studies, rhetoric, political science, public policy, transportation or city and regional planning, or related field from an accredited college or university. (*Applicants with a degree issued from an institution outside the United States must have their transcripts evaluated by an academic accrediting service and provide proof of equivalency along with the application.*) Alternately, a Bachelor's degree with an equivalent combination of education and experience is acceptable.

Experience: A successful career requiring excellent project and team management skills with a minimum of five (5) years of overseeing major public relations or public outreach strategies, media productions or significant publications, including the equivalent of two years as an Associate Public Information/Outreach Analyst in MTC. Experience should also include three (3) years supervising, mentoring, and coaching senior level professional and support staff.

All employees at MTC are classified as Disaster Services Workers.