



POSITION: PUBLIC AFFAIRS SPECIALIST (PS101236)

LOCATION: San Francisco @Golden Gate Bridge & San Rafael @District's Administrative Office

SALARY RANGE: \$81,203.20 - \$98,134.40 annually plus excellent benefits
Employee pays up to 7% of salary/wage toward CalPERS retirement plan

DATE POSTED: January 26, 2018

CLOSING DATE: February 12, 2018

OPEN TO: All qualified candidates

OPENINGS: 1 vacancy and to create an Eligibility List

POSITION DESCRIPTION:

Under the general direction of the Public Affairs Director, the public affairs specialist provides written and oral information to the media and general public; manages administrative duties and the editorial calendar for the department, develops outreach programs, and performs related duties as assigned. In absence of the Public Affairs Director, the specialist will serve as the chief spokesperson for the District.

EDUCATION AND EXPERIENCE REQUIREMENTS:

College level training and experience equivalent to:

- Four-year college degree with major course work completed in communications, journalism, public relations, business, or a closely related field. Additional qualifying experience may be substituted for the education. Requirement on a year-for-year basis. Applicants must submit evidence of a degree or a written statement supporting qualifying experience in lieu of degree.
- Experience will include a minimum of four years of recent position-related experience in public relations, marketing, or written communications field.
- A minimum of five years' experience using personal computers and software programs with skills in Microsoft Office applications, Microsoft Word, Power Point, and Excel.

LICENSE(S):

- Must possess and maintain a current, valid California driver's license and satisfactory driving record.
- Operates District vehicles on a regular basis.

ESSENTIAL RESPONSIBILITIES:

- Under time-sensitive deadlines, prepares and provides information to a wide range of audiences on a variety of topics relative to District activities and services; disseminates information through interviews, press releases, newsletters, customer notices, web postings, email-based customer announcements, and social media communication.
- Prepares letters, articles, radio and video scripts, talking points, fact sheets, and other materials for use by the General Manager, Public Affairs Director, Executive Managers and news media.
- Researches, organizes, and interprets complex information from various District departments on a wide range of policy, planning, and operations-related subjects, translating information into effective communications for various stakeholders in appropriate formats.
- Responds to daily public information requests via the telephone, Internet, and in writing.
- Manages the public affairs editorial calendar to keep it fresh and full of content.
- Manages invoices, permitting, expense reports, and other administrative duties.
- Maintains historical archive of various District activities and services, including systematically updating chronology, and producing brochures and other related informational historic material.
- Identifies target audiences for specific outreach efforts, including cross-promotional events, exhibits, and partnerships.
- Uses District-provided phone to create and post interesting photo and video content.
- Provides creative ideas for projects and campaigns, including social media content.
- Coordinates closely with District staff across the entire organization.
- Learns and follow the District's safe working practices, and safety and health rules.
- Regular and reliable performance and attendance is required.

REQUIRED KNOWLEDGE, SKILLS AND ABILITIES:

- Excellent verbal and written communication skills, including proofreading abilities.
- Principles and practices of public and community relations.
- Principles and practices of research.
- Principles and practices of print and electronic media, including digital imaging and website navigation.
- Completing assignments with a high degree of independence and initiative demonstrating sound judgment.
- Computer programs described under "Education and Experience".
- Researching, compiling, and summarizing a variety of complex and technical reports and informational materials needed to develop clear and concise, newsletters, staff reports, targeted brochures, letters, and various other forms of written materials.
- Communicating effectively, orally and in writing, to a wide range of stakeholders.
- Composing and editing clear, complete, and accurate informational, technical, and educational materials for the public, and other targeted stakeholders.
- Establishing and maintaining effective working relationships with all personnel contacted in the course of work performed.
- Strong organizational and time management skills.
- Ability to learn quickly.
- Ability to keep sensitive information confidential when required.
- Ability to remain calm under pressure.
- Ability to track exacting and numerous details while keeping focused on the big picture.

REQUIRED KNOWLEDGE, SKILLS AND ABILITIES (continued):

- Flexibility to handle shifting deadlines and priorities.
- Must be available to work with no advance notice on-call, holidays or weekends, should an emergency or event arise.

PHYSICAL REQUIREMENTS:

- Mobility to work in a typical office setting
- Vision to read printed materials and a computer screen
- Hearing and speech to communicate in person and over the telephone.
- Routine use of computer, telephone and other office equipment
- Ability to travel to District facilities

APPLICATION PROCEDURE:

FAILURE TO MEET ANY OF THE REQUIREMENTS STATED BELOW MAY RESULT IN REJECTION OF YOUR APPLICATION.

TO APPLY: www.goldengate.org/jobs

Applicants must apply online by the deadline date. Applications received after the deadline will not be considered.

The District's Human Resources Kiosk is available for filling out and submitting your online application and employment documents. The HR kiosk is located at the San Rafael Office. For directions and general information, visit our website www.goldengate.org.

The District's primary and official means of application notification is via EMAIL. Thus, applicants are advised to check their email for their application status updates.

THE FOLLOWING DOCUMENT(S) MUST BE SUBMITTED AT TIME OF APPLICATION:

1. GGBHTD Online Employment Application
2. Resume (Attach to your online application)
3. Cover Letter (Attach to your online application)
4. Supplemental Questionnaire (Attach to your online application)
5. A writing sample, such as a press release, news story, pitch letter, or industry report (Attach to your online application)
6. Evidence of a degree OR a written statement supporting qualifying experience in lieu of degree. (Attach to your online application).

THE SELECTION PROCESS FOR THIS POSITION will include:

- Assessment of education, training, and experience
- Tests of writing and on-camera skills
- Oral Panel Interview
- Department interview for final candidates
- Background, Employment and Security Investigation

*****The District will invite ONLY those candidates whose qualifications MOST CLOSELY MATCH the position requirements to continue in the selection process.***

AN EQUAL OPPORTUNITY EMPLOYER

It is the policy of the Golden Gate Bridge Highway and Transportation District to take all personnel actions on the basis of merit and other job-related factors, without regard to race, color, national origin, religion, sex (including pregnancy, childbirth, and related medical conditions), disability: physical or mental, age (40 and older), genetic information, marital status, sexual orientation and identity, medical condition, political affiliation or military status.

Applicants with Disabilities: The Human Resources Department will make reasonable efforts to accommodate applicants with disabilities to complete the Employment Application and in any job-related examination process. If you have special needs, please call (415) 257-4521 (Human Resources). The District's telecommunications device (TDD) for Persons with Hearing Disabilities is (415) 257-4554.

Revised 03/17/2014 SS

Revised: 1/17/18 LG

**Human Resources Department
GGBHTD
1011 Andersen Drive
San Rafael, CA 94901-5318**