



COMMUNICATIONS AND LEGISLATIVE AFFAIRS MANAGER

The Transbay Joint Powers Authority (TJPA) is seeking an individual with extensive communications and legislative affairs experience in public relations and/or transportation. The successful candidate will be part of a management team responsible for operating the Transit Center, a new multibillion-dollar transportation center in downtown San Francisco, and delivering the Downtown Rail Extension/Phase 2.

The Communications and Legislative Affairs Manager reports directly to the Executive Director and is responsible for:

Communications

- Develop and implement a comprehensive communications program and public outreach activities for the TJPA, including Salesforce Transit Center and Phase 2 of the Transbay Program
- Develop and implement a media strategy to promote the TJPA, Salesforce Transit Center and Phase 2 of the Transbay Program
- Develop and Manage a strong social media presence for the TJPA, Salesforce Transit Center and Phase 2 of the Transbay Program
- Develop high-level messaging to effectively convey the status of the TJPA and all of its programs, including transit center operations, available amenities to the surrounding neighborhood and general public, value of the Transbay Program and its transportation components, and the role of the Transbay Program as a national and international model for transportation development
- Manage any Communications, Outreach and Public Affairs consultants contracting with the TJPA consultants to ensure consistency of messaging and materials
- Develop print and digital collateral material for all aspects of the TJPA, the Salesforce Transit Center and Phase 2 of the Transbay Program
- Prepare press releases, respond to media inquiries, develop messages and outreach materials, and coordinate events to help the public and stakeholders understand the Transbay Program (e.g. community meetings, tours, participation in public events)
- Collect and send Transbay media clips to other TJPA staff
- Review and approve consultant invoices, monitor contract status, and work with TJPA contract management staff on new procurements for consultant services at contract expiration
- Oversee the upgrade of the TJPA website and monitor and manage the Salesforce Transit Center website for consistency and timeliness of content
- Write and distribute electronic newsletters to promote Phase 2 of the Transbay Program, Salesforce Transit Center and the TJPA
- Prepare print and digital informational materials

- Develop community outreach plans
- Coordinate and lead public and community meetings
- Respond to community concerns, as needed
- Coordinate outreach and communications with labor groups and transportation advocacy groups
- Respond to public inquiries, including coordinating responses to Public Record Requests
- Develop and Manage a Tour Program of Salesforce Transit Center, including the Train Box (Phase 2)

Legislative Affairs

- Develop and maintain a consistent, positive impression of the TJPA and Phase 2 of the Transbay Program at the local, state, and national level to gain public support for the Program, including current operations, DTX, and all other elements of Phase 2
- Monitor Federal, State and local legislation relevant to the TJPA
- Develop and maintain relationships with key local, regional, state and federal agencies and staff members
- Develop annual advocacy and legislative plans, and amend as necessary
- Coordinate Federal, State, Regional and local legislative and advocacy strategies
- Develop recommendations for TJPA positions and/or comments on legislation, regulations and rules as necessary
- Provide periodic reports on Federal and State legislation to the TJPA Board
- Monitor activities of member agencies and key stakeholders as they relate to the Transbay project (e.g., SFCTA, SFBOS, SFMTA, Caltrain, AC Transit, MTC, CHSRA, CTC, Caltrans, GGBHTD, OCII Transbay CAC, Community Groups, labor organizations, etc.)
- Attend and monitor the Executive Steering Committee that is helping deliver Phase 2 of the Transbay Program
- Monitor California High Speed Rail Authority activities and developments
- Monitor Peninsula High Speed Rail developments and participate in local, regional, and state meetings as necessary
- Manage Federal and State lobbyists tasked with identifying and pursuing funding opportunity strategies and monitoring federal, state, and local legislation relevant to the Program
- Review and approve lobbyist consultant invoices, monitor contract status, and work with TJPA contract management staff on new procurements for consultant services at contract(s) expiration
- Plan and lead briefings with Federal, State, regional and local policy makers' staff and interest groups' staff.
- Participate in Federal, State, regional and local planning efforts for new funding sources, such as bridge toll increases, gas taxes, sales taxes, and developer fees

- Participate in State and Federal lobbyist conference calls as needed

Program-wide

- Serve as staff support and liaison to the TJPA Citizens Advisory Committee
- Assist with preparation and review of funding applications
- Assist with securing new funding for environmental review and preliminary engineering for Phase 2
- Following Phase 2 cost effectiveness analysis, lead next steps, including coordination with FTA and federal legislation
- Advocate for full funding for Phase 2
- Conduct detailed analyses, prepare frequently complex reports and develop specific recommendations regarding special projects, as necessary
- Develop and maintain a 'regional events calendar' to keep the Executive Director and other appropriate staff informed of events (meetings, conferences, entertainment events related to other governmental agencies or projects, etc.) and make recommendations for attendance as appropriate
- Participate in conferences and other events related to the Program as necessary
- Other duties as needed/assigned by the Executive Director

Qualifications:

- Degree or course of study in communications, public relations, government affairs or related field or five (5) years in a management position involving the duties described above
- Five (5) years of verifiable experience in communications, government affairs, public relations, legislative affairs, or transportation
- Proven track record of setting and executing communications strategies, optimally for a government agency
- Expertise in branding, messaging and a variety of communications tactics; a background in journalism, public relations, communications studies, government relations or transportation experience is preferred
- Outstanding oral and written communications skills
- Outstanding project management abilities to ensure that programs and projects are advancing on time and on budget
- Social media savvy with deep understanding of how to promote and build support for government programs through various social channels
- Knowledge in transportation issues
- Excellent oral and written communications skills, including capacity to communicate complex ideas compellingly to a variety of audiences
- Effectively using principles of written communication, graphical layout and multimedia techniques appropriate to web-based communication, ensuring that work products are clear, usable and effectively convey the intended messages and information
- Work independently with minimal supervision

To be successful as an employee of the TJPA you will also:

- Have a passion for our mission
- Be an innovative and creative thinker
- Have a very high level of personal and professional integrity and trustworthiness
- Have a strong work ethic
- Work well independently as well as part of a team
- Thrive in a fast-paced environment

Compensation

Salary is negotiable dependent upon qualifications and experience. A comprehensive benefits package includes medical, dental, vision, life insurance, CalPERS retirement plan, 12 days per year vacation initially, 10 holidays, 12 days per year sick leave, and up to 5 days per year administrative leave.

Application Process

Send a cover letter and resume via e-mail to Nila Gonzales, ngonzales@tjpa.org or via mail to 425 Mission Street, Suite 250, San Francisco, CA 94105. The successful candidate will be required to pass a background and credit check.

Equal Employment Opportunity

The TJPA is an equal opportunity employer, and we value workplace diversity. We invite resumes from all interested parties, including minorities, women, veterans, and persons with disabilities.

More information about the TJPA can be found at www.tjpa.org