MANAGER OF STRATEGIC PLANNING & INTERGOVERNMENTAL RELATIONS

DEFINITION

Under general direction to plan, organize, develop, and monitor the strategic planning and intergovernmental relations activities of the Transportation Department; to perform marketing and customer relations activities; to oversee consultants and administer consultant contracts; to oversee programs and give direction to staff as assigned; and to perform related work as required.

MANAGEMENT RESPONSIBILITY

This is a high level staff position with responsibility for intergovernmental relations activities at the local, state and federal level; for long range service and financial planning activities; for marketing and customer relations activities; and for special projects.

EXAMPLES OF DUTIES

Plans, organizes, coordinates, and performs ongoing intergovernmental relations activities at the local, state and federal level; liaisons with regulatory agencies and elected officials regarding a broad range of policy and funding issues; monitors transit related legislation and policy issues; plans for and programs the necessary funds to support the Transportation Department's ongoing operating and capital needs; coordinates the preparation of the annual Short Range Transit Plan; develops and implements the Transportation Department's marketing plan; coordinates and directs the production and printing of marketing and customer information materials; represents the City on substantive policy issues and makes commitments within established guidelines. performs community relations activities; prepares oral and written reports; administers special projects as assigned; makes presentations to the City Council, staff, governmental agencies, and community organizations; performs Director of Transportation duties as delegated in the Director's absence.

EMPLOYMENT STANDARDS

Knowledge of:

- Modern principles, practices, and techniques of intergovernmental relations, and transit financial planning and programming.
- Principles of marketing and public relations.
- Basic principles of supervision and training.
- Applicable City, County, State, and Federal laws, codes and regulations related to transit finance.
- Principles of local government organization and financing.
- Computer applications, especially as related to financial planning, marketing and community relations.
- Budget development, preparation, and administration.
- Research methods and procedures.
- Principles of contract administration.

And

Ability to:

- Plan, organize, coordinate and direct the Transportation Department's strategic planning and intergovernmental relations activities.
- Develop and present the Department's financial and service plans and programs.
- Develop and implement marketing and promotional activities.
- Provide consultant contract administration and oversight.
- Use a computer and related software programs.
- Prepare a variety of reports and presentations.
- Research, collect, and analyze information related to legislation and intergovernmental activities.
- Effectively represent the Department with governmental agencies, concerned individuals, and community organizations.
- Exercise initiative and independent judgement.
- Establish and maintain cooperative working relationships.
- Communicate effective orally and in writing.

EMPLOYMENT STANDARDS (cont.)

And

Training and Experience: Any combination of training and experience which would likely provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:

Education: Graduation from an accredited "four" year college or university with major course work in public administration, planning, finance or closely related field.

Work Background: Five years of progressively responsible and varied professional administrative support experience with a government agency, including at least three years in management, supervisory, or administrative position.

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