



## Media Affairs Manager

Class Code	FLSA Status	EEO Category	Represented Status	Salary Grade	Effective Date	Resolution #	Pages
106	Exempt	1 – Officials & Administrators	Unrepresented	10	Dec 8, 2004	2149	1 of 2

**DEFINITION:** Under general supervision, acts as AC Transit’s media spokesperson, organizes and moderates press conferences, writes and delivers speeches and press briefings for all forms of media; and develops the District’s multi-media communications objectives and strategy.

**REPORTS TO:** An assigned Assistant General Manager, and the Deputy General Manager, or designee.

### ESSENTIAL FUNCTIONS:

- Serves as the District’s spokesperson and primary media contact in routine, exceptional, and emergency situations.
- Develops and manages the District’s overall media strategy, establishes and maintains timing and consistency with the Critical Business Objectives (CBOs) of the unit, and coordinates CBOs with those of the Marketing and Communications Director.
- Develops and implements comprehensive outreach strategies to effectively disseminate information to all media; establishes and maintains a database of national, state, regional, local, and community media contacts; and maintains ongoing professional relationships with members of the media.
- Writes and prepares news releases, media advisories, publications, articles, and memoranda in print, video, and web based media for a wide variety of both external and internal audiences, including special announcements and bulletins regarding District service changes.
- Administers the dissemination of news and information on the District’s internal and external websites, and provides news content and up-to-date posting of information.
- Maintains ongoing communication with the Customer Services Manager, Web Content Coordinator, and other concerned District staff to ensure the successful distribution of web-based news and information.
- Participates in the development of the District’s marketing strategies, and maintains ongoing communication with the Marketing and Community Relations Manager, and staff.
- Develops and implements effective strategies and procedures to keep District staff informed of AC Transit news, statistics, facts, and figures; as well as relevant transit industry and governmental news and information. Ensures the timely dissemination of information to staff through the internal website, email, and other media.
- Holds planned and impromptu press conferences; speaks to representatives of various local and national media outlets; and provides live on-camera television, radio, and print briefings and interviews.
- Represents the District in both public and private meetings, as required.
- Manages special media outreach projects, establishes project budgets and monitors expenditures.
- Plans and coordinates events targeted to the general public, community interest groups, and internal District employees.
- Attends Board of Directors and Executive Staff meetings as needed, and provides input and recommendations regarding media and public relations.
- Uses state-of-the-art photographic and video recording equipment to illustrate and accompany information disseminated for video, print, and other media.
- Maintains and uses a variety of files and records; including archives of video, film, and audio recordings.
- Establishes the budget of the Media Affairs unit, and monitors expenditures.

This Class Specification is intended to present a descriptive list of the range of essential functions performed by an incumbent in this class, but is **not** intended to reflect all duties performed within the job.

Adopted 12 –04  
Revised 1-05

Approved by Rick Fernandez, General Manager

Date



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- May review and approve the written, graphic, or recorded work of Marketing and Communications staff and proofread for accuracy, content, and readability, as required.
- May supervise staff on an ad-hoc or regular basis, and assign and review work product, as required.
- Performs related duties as required.

### **MINIMUM QUALIFICATIONS:**

**Knowledge Of:** Methods and techniques of journalism, including copy writing and editing; the fundamentals of mass media and public relations; the technology and operational procedures of video, print, and other news media; the principles and practices of public speaking; current office procedures; currently used software for word processing, presentation, databases, and email at an advanced level of proficiency; research methods including data verification techniques and statistics; proper English usage, spelling, grammar, syntax, and punctuation; and the principles and practices of media records management.

**Ability To:** Quickly analyze emergencies and other circumstances requiring media contact, think proactively, devise situational media strategies, deliver briefings, and answer questions appropriately without prepared notes or scripts under sudden media scrutiny and time pressure for the public record; meet deadlines; devise ongoing and long-term media strategies and maintain consistency with the CBOs of the District; develop, prepare, stage, and moderate complex press and media events; communicate articulately and extemporaneously both verbally and in writing in order to communicate ideas and concepts accurately, concisely, and in a compelling manner; quickly learn and proficiently use newly developed software for word processing, presentation, and databases as required by the demands of the job; stay abreast of current and evolving technologies in web-based, broadcasting, and other media; learn pertinent laws and regulations regarding public transit; coordinate with other departments, including the Legal department on matters pertaining to litigation or potential litigation; assign work, supervise, motivate, and assess work product of assigned staff as required; and establish and maintain effective working relationships with those encountered in the course of work using principles of excellent customer service.

**Education:** Equivalent to a Bachelor's degree in journalism, broadcasting, communications, government, public affairs, public administration, public or community relations, political science, sociology, the social sciences, or a related field. Relevant experience can be substituted for the required education on a year-for-year basis.

**Experience:** A minimum of four (4) years in the development and distribution of news and/or information. Examples of relevant fields include, but are not limited to: journalist, broadcaster, media spokesperson, community relations, public relations, public affairs, public policy, web content, and/or advertising professional. **Desired:** Professional experience writing, and posting web content; and bilingual abilities.

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