

**DIRECTOR OF GOVERNMENT AFFAIRS & PUBLIC INFORMATION**

**SALARY RANGE**  
**\$70.082-85.185 Hourly**  
**\$12,147.53-14,765.40 Monthly**  
**\$145,770.40-177,184.83 Annually**

**DEFINITION**

Under administrative direction; plans, organizes, manages, and provides oversight for the overall comprehensive government relations communication program, and public outreach program in support of Santa Barbara County Association of Governments (SBCAG) projects and programs. Researches, monitors, and analyzes legislation affecting SBCAG programs, projects, and activities. Represents SBCAG's position regarding legislation to special interest groups and local, state, and federal agencies, legislators, and lobbyists. Informs stakeholders and the public of the activities and objectives of SBCAG, provides highly responsible and complex professional assistance to the Executive Director in areas of expertise; and performs related work as required.

**SUPERVISION RECEIVED AND EXERCISED**

Directly reports to and receives administrative direction from the Executive Director. The work provides for a wide variety of independent decision-making in respective SBCAG division within legal and general policy and regulatory guidelines. Exercises general direction and supervision of assigned staff.

**CLASS CHARACTERISTICS**

This senior management classification oversees, assists the Executive Director on the overall administration of SBCAG. Participates in key activities of SBCAG's operations, including short- and long-term planning, policy development and administration, and implementing policies and procedures. Incumbents regularly interact with the Executive Director, Board, and departmental staff in obtaining and coordinating programs, projects, and information. Successful performance of the work requires knowledge of public policy and the ability to develop, oversee, and implement departmental programs and projects. Responsibilities include managing and overseeing complex and varied programs, projects, and activities. The incumbents are accountable for accomplishing SBCAG planning and operational goals and objectives within general policy guidelines.

**EXAMPLES OF TYPICAL JOB FUNCTIONS** (Illustrative Only)

*To execute this job successfully, an individual must be able to perform each essential duty satisfactorily. Management reserves the right to add, modify, change, or rescind the work assignments of different positions and to make reasonable accommodations so that qualified employees can perform the essential functions of the job.*

- Assumes full management responsibility for all services, programs, and projects of the comprehensive government relations, legislative, communications and public outreach programs.

- Develops and directs the implementation of goals, objectives, policies, procedures, and work standards for the assigned functions.
- Manages and participates in the development and administration of the department's annual budgets; directs the forecast of additional funds needed for staffing, equipment, materials, and supplies; directs the monitoring of and approves expenditures; directs and implements adjustments as necessary.
- Develops and standardizes procedures and methods to improve and continuously monitor the efficiency and effectiveness of assigned functions, service delivery methods, and procedures; identifies opportunities for improvement and makes recommendations to the Executive Director.
- Participates on the Executive Management Team providing input on implementation of the goals, policies, and directives of the Board of Directors; provides input on project and program issues, policy, and strategic direction.
- Oversees SBCAG's Title VI program.
- Assists the Executive Director in planning, organizing, and directing the services and activities of SBCAG divisions and programs
- Contributes to the overall quality of SBCAG's services by developing, reviewing, and implementing policies and procedures to meet legal requirements and SBCAG needs; monitors and evaluates the efficiency and effectiveness of service delivery methods and procedures; assesses and monitors the distribution of work, support systems, and internal reporting relationships; identifies opportunities for improvement; directs the implementation of change.
- Selects, trains, motivates, and directs department personnel; evaluates and reviews work for acceptability and conformance with department standards, including program and project priorities; works with employees on performance issues; implements discipline and termination procedures; responds to staff questions and concerns.
- Plans, organizes, and coordinates public events and activities to expand SBCAG reach and maintain a positive image throughout the community.
- Presents policies, political action, and SBCAG's position to elected officials on issues affecting transportation at the regional, state, and federal levels.
- Advises all divisions on strategic planning and overall stakeholder engagement.
- Writes proposed amendments to legislation; authors letters in support or opposition to bills; drafts testimonies for elected officials or the Executive Director.
- Plans, organizes, and implements activities to further SBCAG's legislative interests.
- Manages SBCAG's state and federal lobbyist contracts and develops legislative platforms with assistance from lobbyists and other SBCAG staff.
- Develops and maintains SBCAG's public participation plan.
- Manages public information activities including media relations, SBCAG website, social media presence and various other channels of broad and targeted communications.
- Manages and directs the development and implementation of media programs or campaigns designed to keep the public informed of SBCAG's projects, accomplishments and objectives.
- Ensures consistent agency branding and messaging across all communications, materials, and stakeholder engagements, aligning with agency values and strategic objectives.
- Manages SBCAG's public relations, communications and public outreach programs to promote understanding of SBCAG's programs, projects and activities.
- Researches, organizes, develops, updates and edits informational material including, but not limited to, technical documents, web pages, social media, newsletter and other publications, public notices, news releases, presentation, advertising scripts and materials
- Attends and presents at council meetings, public hearings and before transportation special interest groups at the regional, state, and national levels.

- Directs and evaluates the work of contract lobbyists at the state and federal levels to influence state and federal decisions affecting transportation.
- Conducts a variety of analytical and operational studies regarding legislative and policy activities; evaluates alternatives, makes recommendations, and assists with the implementation of procedural, policy, and/or operational changes after approval; prepares comprehensive technical records and reports.
- Researches, writes, and edits various publications and outreach materials, including press releases, media alerts, photos, internal communications, online communications, social media, brochures, and other materials in support of project initiatives.
- Establishes and maintains liaison, communication, and cooperation with a wide range of citizens groups and individuals, organizations, associations, elected officials, and appropriate governmental bodies to achieve SBCAG goals and objectives.
- Receives inquiries from and provides information to the public regarding a wide variety of topics and successfully communicates with a variety of audiences as they relate to SBCAG's programs and projects.
- Responds to difficult and sensitive public inquiries and complaints and assists with resolutions and alternative recommendations.
- Researches, analyzes, and evaluates impact of proposed and current federal and state legislation, legislative issues, budget issues, regulations, and policies on SBCAG projects and programs.
- Strategizes and develops SBCAG's legislative platform and approach for advancing SBCAG's interests at the state and federal level in terms of funding and policy.
- Prepares, reviews, and presents staff reports, various management and information updates, and reports on special projects as assigned by the Executive Director.
- Represents the agency on special boards, committees, and advisory groups as assigned by the Executive Director. May be designated to act on behalf of the Executive Director in select meetings or initiatives, ensuring alignment with agency policies and objectives.
- Participates on and makes presentations to the Board and a variety of other boards and committees; attends and participates in professional group meetings; stays abreast of new trends and innovations as they relate to the area of assignment.
- Represents SBCAG on various intergovernmental committees, task forces, and other meetings pertaining to agency management and assigned program matters.
- Monitors changes in laws, regulations, and technology that may affect SBCAG programs and projects; implements policy and procedural changes as required.
- Responds to difficult and sensitive public inquiries and complaints and assists with resolutions and alternative recommendations
- Performs other duties as required.

### **QUALIFICATIONS**

*The requirements listed below are representative of the knowledge, skill and/or ability required. Any combination of training and experience that would provide the required knowledge, skills, and abilities is qualifying.*

#### **Knowledge of:**

- Principles and practices of government relations and legislative actions.
- Communications and public outreach program goal setting, development, implementation, and evaluation.
- Principles and practices of public and community relations, mass communications, media, written and oral communication
- Methods and techniques of public speaking.

- English usage, grammar, spelling, vocabulary, and punctuation.
- Legislative practices, processes and operations of government at local, state, and federal levels.
- Principles, practices, concepts, and methods of state and federal legislation research, development, analysis, and evaluation.
- Methods, techniques, and procedures of effective state and federal legislative advocacy.
- Basic principles and practices of budget development, administration, and accountability.
- Applicable federal, state, and local laws, regulatory codes, ordinances, and procedures related to assigned area of responsibility.
- Recent and on-going developments, current literature, and sources of information related to government relations and legislative programs.
- Modern office practices, methods, and computer equipment and applications related to the work.
- Proficient use of computers, enterprise software, and communication tools, including email, word processing, spreadsheets, and job-specific systems such as transit operations, scheduling, GIS, CAD/AVL, procurement, social media, graphic design, and digital timekeeping. Must adhere to agency technology policies, including data security and confidentiality requirements.
- Techniques for effectively representing SBCAG in contacts with governmental agencies, community groups, and various business, professional, educational, regulatory, and legislative organizations.
- Techniques for providing a high level of customer service by effectively working with the public, vendors, contractors, and SBCAG staff.
- Principles, practices, and processes of policy development.
- Practices of researching issues, evaluating alternatives, making sound recommendations, and preparing and presenting effective staff reports.
- Current organizational priorities, projects, opportunities and political dynamics affecting the organization.
- Recent and on-going developments, current literature, and sources of information related to assigned programs and services.
- Applicable federal, state, and local laws, regulatory codes, ordinances, and procedures relevant to assigned area of responsibility.

**Ability to:**

- Perform responsible and difficult legislative research, development, analysis, and evaluation involving the use of independent judgment and personal initiative.
- Analyze, interpret, summarize, and present technical and legal information and data in an effective manner.
- Deal tactfully and effectively with the public media and representatives of the community.
- Develop effective legislative outreach strategies and campaigns; work effectively with diverse groups of different ages and various socio-economic backgrounds; listen to and discuss problems and complaints tactfully.
- Administer multiple social media accounts, including Facebook, Instagram, and Twitter and the ability to design and manage social media campaigns.
- Manage basic website maintenance tasks.
- Interpret, apply, explain, and ensure compliance with federal, state, and local policies, procedures, laws, and regulations.
- Prepare clear and concise reports, correspondence, policies, procedures, and other written materials.

- Conduct complex research projects, evaluate alternatives, make sound recommendations, and prepare effective staff reports.
- Effectively represent the SBCAG in meetings with governmental agencies, community groups, and various businesses, professional and regulatory organizations, and in meetings with individuals.
- Operate modern office equipment including computer equipment and specialized software applications programs.
- Use English effectively to communicate in person, over the telephone, and in writing.
- Use tact, initiative, prudence, and independent judgment within general policy, procedural, and legal guidelines.
- Plan, research, organize, manage, and implement public outreach programs services suited to the needs of the community and SBCAG
- Establish and maintain effective working relationships with those contacted in the course of work.
- Plan, research, organize, coordinate, and implement comprehensive government relations and legislative, as well as communications and public outreach programs services suited to the needs of the community and SBCAG.
- Build consensus and coalitions and lead a diverse group toward common goals.
- Assess current organizational, project and political issues and strategize appropriate plans and actions.
- Implement, monitor, evaluate and adjust strategic plans.
- Recommend and implement goals, objectives, and practices for providing effective and efficient services.
- Effectively represent the department and SBCAG in meetings with governmental agencies, community groups, and various businesses, professional, and regulatory organizations, and in meetings with individuals.
- Prepare clear and concise reports, correspondence, policies, procedures, and other written materials.
- Organize and prioritize a variety of projects and multiple tasks in an effective and timely manner; organize own work, set priorities, and meet critical time deadlines.
- Interpret, apply, and ensure compliance with federal, state, and local policies, procedures, laws, and regulations
- Organize major public agency programs and projects that involve extensive coordination and outreach with outside agencies, public and private employers, and the general public

**Education/Training:**

*Any combination of training and experience that would provide the required knowledge, skills, and abilities is qualifying. A typical way to obtain the required qualifications would be:*

Equivalent to graduation from an accredited four-year college or university with major coursework in business administration, public administration, journalism, communications, public relations, or political sciences, or a related field.

**Experience:**

Minimum of seven (7) years of broad and progressively responsible management and/or Public Information experience or seven (7) years performing duties of Government Affairs and Public Information Manager II.

**Licenses and Certifications:**

Maintain a valid California driver's license, reliable transportation, adequate auto insurance as required by State law, and insurability by agency carrier for those driving agency vehicles.

### **PHYSICAL DEMANDS**

Must possess mobility to work in a standard office setting and use standard office equipment, including a computer; to operate a motor vehicle and to visit various SBCAG meeting sites; vision to read printed materials and a computer screen; and hearing and speech to communicate in person and over the telephone. This is primarily a sedentary office classification although standing in and walking between work areas may be required. Finger dexterity is needed to access, enter, and retrieve data using a computer keyboard or calculator and to operate standard office equipment. Positions in this classification bend, stoop, kneel, reach, push, and pull drawers open and closed to retrieve and file information. Employees must possess the ability to lift, carry, push, and pull materials and objects up to 25 pounds.

### **ENVIRONMENTAL ELEMENTS**

This is primarily a sedentary classification and the employee works in an office environment with moderate noise levels, controlled temperature conditions, and no direct exposure to hazardous physical substances. The employee interfaces with staff, management, other departmental representatives, transportation and government officials, business representatives, and the general public in explaining SBCAG policies and requesting and providing information. While performing the duties of this job, the employee is periodically exposed to outside weather conditions.