

**CALIFORNIA HIGH-SPEED RAIL AUTHORITY
DUTY STATEMENT**

RPA 22-146

CLASSIFICATION TITLE Staff Services Manager I (Specialist)	OFFICE/BRANCH Northern California Region/Stakeholder Management	LOCATION San Jose
WORKING TITLE Senior Outreach Specialist	POSITION NUMBER 311-610-4800-XXX	EFFECTIVE DATE 04/07/2022

GENERAL STATEMENT:

Under the general direction of the Northern California Engagement Manager in the Northern California Regional Office, the Staff Services Manager I (Specialist) Senior Outreach Specialist is responsible for providing expertise in implementing the Authority’s comprehensive stakeholder and public outreach program in Northern California. The SSM I (Specialist) will work independently to develop specialized outreach recommendations for the Northern California Regional Office through cross-functional coordination between communications, planning, strategic delivery, engineering, and environmental services teams within the Authority to maintain stakeholder relationships and develop appropriate strategies critical to securing community support. The SSM I (Specialist) will serve as a liaison with external stakeholders including working groups, cities, counties, as well as business and community groups throughout Northern California. This role functions as a nonsupervisory staff specialist.

TYPICAL DUTIES:

Percentage Job Description
Essential (E)/Marginal (M)

35% (E) **Stakeholder Relationships and Strategic Planning**

- The incumbent conducts highly specialized outreach to develop and maintain strategic relationships with stakeholders in the Northern California region, such as elected officials, public agency staff, and business, labor and community groups. Specifically, this outreach entails conveying information out to the public and engaging stakeholders, utilizing tools such as PowerPoint presentations and fact sheets to inform on project updates and progress, and framing project benefits and impacts. Utilizing both their understanding of technical language and relationships with stakeholders, the

ADA Notice: For individuals with sensory disabilities, this document is available in alternate formats. For information, please call the EEO Officer at (916) 324-1541, email at eeo@hsr.ca.gov, or write to California High-Speed Rail Authority, at 770 L Street, Suite 620, Sacramento, CA 95814.

incumbent collaborates with technical teams to interpret sensitive and technical information about the High-Speed Rail project to craft, shape, and present messaging relevant to stakeholders.

- The incumbent represents the Authority at external meetings and serves as a key point of contact for critical stakeholders and groups to receive feedback concerning the scope of the Authority's priorities, policies, and plans. Utilizes tools such as surveys and public comment tracking systems as well as leveraging personal interactions and communications to determine, at a high-level, how the Northern California Regional Office reacts and responds to feedback to maintain stakeholder relationships.
- Provides personalized communication on behalf of the Northern California Regional Office and the Authority to key stakeholders to ensure the Authority's message and priorities on sensitive topics of interest to stakeholders – e.g. environmental, technical, and operational aspects of High-Speed Rail, and decisions made based in partnership with other agencies, jurisdictions and stakeholders - are appropriately communicated in a way relevant to them.
- Formulates strategies to resolve sensitive and complex issues with stakeholders and communities regarding environmental, technical, operational, and other aspects of High-Speed Rail to ensure workable solutions and agreements for the Authority and communities, while adapting to the needs of the Northern California regional office to advance the project in a dynamic and sensitive political environment.

35% (E) **Outreach Production and Management**

- The incumbent independently provides expertise to the Northern California Regional Office and utilizes knowledge of highly specialized stakeholder relationships and sensitive and complex issues surrounding those relationships, such as environmental, technical, and operational aspects, to produce and review internal and external-facing materials to inform key stakeholders of the Authority's position on those issues.
- As a key lead on developing presentation and public-facing materials in the Northern California office, the incumbent researches, analyzes, writes and edits PowerPoint presentations, briefing papers, talking points, fact sheets, FAQs, and other written materials as required for high-level audiences including executive

leadership, regional management, and key regional stakeholders and elected officials.

- Coordinates cross-functionally with communications, planning, strategic delivery, engineering, and environmental services teams to synthesize Northern California regional messaging, informational materials, and public-facing events that support the outreach program.
- Ensures that public-facing and internal materials accurately reflect the Authority's priorities, policies, procedures, mission, vision, and strategic goals.
- Collaborates with the Rail Delivery Partner and Engineering and Environmental Consultants to ensure deliverables regarding outreach tasks, materials, stakeholder meetings, and supportive plans are met. May function as a lead to coordinate technical groups and consultants if troubleshooting deliverables becomes necessary. Ensures that assigned contracts and consultant agreements are administered and managed in accordance with the applicable policies and procedures of the Authority, the State Contracting Manual (SCM) and the California Government Code (GC).

25% (E) **Outreach Team Logistical Support**

- As a key lead on stakeholder relationships, coordinates at a high-level to involve Northern California Regional Office leadership, communications, planning, strategic delivery, engineering and environmental services teams, and regional consultants to determine responses to inquiries from elected officials and staff from cities and counties along the High-Speed Rail alignment, and public agency staff regarding constituent issues related to the Authority in a timely manner.
- Formulates and prepares written responses to constituents, elected officials, other key stakeholder groups, and the public on behalf of the Northern California Regional Office in response to inquiries, based on sound analysis of the issues and the Authority's policies, procedures and position on the issue. The incumbent also independently provides a recommendation to the Regional Director and Deputy Regional Director should the response be sufficiently complex.
- Monitors stakeholder relationships as work in Northern California advances beyond the environmental process as those relationships

shift in purpose and scope. Monitors municipal stakeholder legislative calendars for important policy and informational items involving the Authority.

- Prepares summaries and notes of outreach meetings, events, and contact points for distribution to team members and regional consultants, and for development into briefing materials for the Regional Director and Deputy Regional Director.

5% (M) **Performs Other Duties as Required**

- Takes on non-supervisory assignments and tasks for the Northern California Engagement Manager in the event of their absence. Performs other job-related duties as required.

KNOWLEDGE AND ABILITIES:

Knowledge of: Principles, practices, and trends of public and business administration, including management and supportive staff services such as personnel and management analysis, planning, program evaluation, or related areas; program management; the administration and department's goals and policies; governmental functions and organization at the State and local level; department's Equal Employment Opportunity (EEO) objectives; and a manager's role in the EEO Program and the processes available to meet EEO objectives.

Ability to: Reason logically and creatively and utilize a variety of analytical techniques to resolve complex governmental and managerial problems; develop and evaluate alternatives; analyze data and present ideas and information effectively both orally and in writing; consult with and advise administrators or other interested parties on a wide variety of subject-matter areas; gain and maintain the confidence and cooperation of those contacted during the course of work; review and edit written reports, utilize interdisciplinary teams effectively in the conduct of studies; manage a complex Staff Services program; establish and maintain project priorities; develop and effectively utilize all available resources; and effectively contribute to the department's EEO objectives.

DESIRABLE EXPERIENCE:

- Experience working with Northern California Region public agencies, counties, cities, elected officials, advocacy organizations, and other stakeholders.
- Knowledge of San Francisco Bay Area and Northern California communities and demographics, including the counties of San Francisco, San Mateo, Santa Clara, San Benito, and Merced; the cities within those counties; as well as transportation organizations, agencies, and providers.

- Prior experience with public engagement, public policy, government relations, public affairs and communications. Experience with rail and/or transit projects and agencies is a plus.
- Experience working in cross-functional teams and environments to drive organizational goals.
- Possess exceptional written and oral communication skills.
- Possess excellent relationship-building skills, particularly with stakeholder groups, partner agencies, and members of the public.
- Ability to gain and maintain the confidence and cooperation of those contacted during the course of the work, particularly the public and local jurisdictions.
- Knowledge and experience engaging environmental justice communities, low-income and minority populations, historically underrepresented populations, equity priority communities, and those who speak limited or no English.
- Ability to effectively manage and supervise multiple projects simultaneously and independently.
- Knowledge of techniques and strategies for preparing, producing, and disseminating information to diverse audiences. Graphic design and data visualization capabilities are a plus.
- Ability to analyze data and present ideas and sensitive/complex information effectively, both verbally and in writing, to diverse audiences.
- Able to resolve conflicts in a positive manner and maintain a high level of professional integrity.
- Experience overseeing contractors and accompanying supporting tasks, including task orders, scope development and management, as well as monitoring contract deliverables, deadlines, and budgets.
- Knowledge of tracking/scheduling and/or project management tools e.g. Asana
- Knowledge of stakeholder management and/or contact management tools e.g. Salesforce.
- Proficiency working with Microsoft Office (Word, Outlook, PowerPoint, Excel) and Adobe Acrobat documents.

SUPERVISION EXERCISED OVER OTHERS:

This position does not supervise; however, at times the incumbent may perform a lead-worker role. Additionally, the position may assist in the collaboration with and direction of the Authority's outreach consultants.

CONSEQUENCE OF ERROR/RESPONSIBILITY FOR DECISIONS

This position is responsible for the public image of the Authority. Errors in judgement or insensitivity to pressing issues could result in poor articulation of the Authority's public policy, embarrass the Authority, and cause unfavorable media coverage and possible reaction from the stakeholders or the public. The incumbent should be able to make recommendations on various public and stakeholder issues and is responsible for

ensuring that the Authority's message is appropriately communicated to stakeholders and the general public.

WORK ENVIRONMENT:

- Professional office environment.
- Present self professionally and according to current policy.
- Effectively handle pressure and manage multiple, competing deadlines.
- Make presentations to other managers and supervisors.
- Consistently exercise a high degree of independence.
- Use a PC to communicate and prepare written material.
- Some travel may be required.

I have read, and understand the duties listed above and can perform them either with or without reasonable accommodation. (If you believe you may require reasonable accommodation, please discuss this with your hiring supervisor. If you are unsure whether you require reasonable accommodation, inform the hiring supervisor who will discuss your concerns with the Reasonable Accommodation Coordinator.)

Name of Employee: _____

Signature:	Date:
------------	-------

I have discussed the duties with and provided a copy of this duty statement to the employee named above.

Name of Supervisor: _____

Signature:	Date:
------------	-------