



## MANAGER OF INTERNAL COMMUNICATIONS

**JC:** 000338

**PB:** N09

**FLSA:** Exempt

**BU:** 95 (NR)

**Created:** August 2021

*Class specifications are intended to present a descriptive list of the range of duties performed by employees in the class. Specifications are **not** intended to reflect all duties performed within the job.*

### **DEFINITION**

Under general direction, manages and administers the District's internal communications program including content creation for internal websites, digital screens, email communications, and print collaterals; organizes employee outreach and engagement events; and performs related duties as assigned.

### **CLASS CHARACTERISTICS**

This classification functions as the full-scope manager responsible for managing and directing consolidated and strategic internal communications functions in the District and is accountable for developing and promoting the accomplishment of internal communications goals and strategies. This classification is distinguished from the Chief Communications Officer in that the latter plans, directs, manages, and oversees the activities and operations of the entire Communications Department, whereas the former manages all internal communications functions performed within the Department.

### **REPORTS TO**

Chief Communications Officer

**EXAMPLES OF DUTIES** – *Duties may include, but are not limited to, the following:*

1. Manages and administers the operations and activities of the District's Internal Communications Program via existing and new channels including internal websites, digital screens, email communications, print collaterals, and employee outreach events.
2. Works collaboratively with other departments to create programs and collateral material to enhance the agency's image and brand internally.
3. Establishes and executes a quarterly communications plan that informs District employees of current and upcoming events.
4. Works with Labor Relations to effectively communicate results of interactions and/or negotiations with unions.
5. Supports all BART department initiatives with internal communications aimed towards educating employees.

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6. Facilitates and/or assists with the planning and rollout of internal events, town hall meetings, and webinars.
7. Develops compelling content, stories, and programs intended to promote the interests of employees and executive leadership.
8. Develops opportunities that promote executive communications and thought leadership amongst senior and executive leadership; develops, drafts and/or edits communications for executive staff and/or elected officials.
9. Implements communication solutions and strategies that improve and streamline timely employee communications and reach all employees.
10. Creates Key Performance Indicators (KPI's) and metrics to measure the performance and progress of the program.
11. Participates in the development and administration of an assigned budget; forecasts funds needed for staffing, equipment, materials and supplies; monitors and approves expenditures; recommends adjustments as necessary.
12. Directs, coordinates and reviews the work of staff and outside contractors; serves as liaison between departments and executive offices to ensure program and project implementation within budget.
13. Plans, prepares and coordinates the preparation of reports including recommendations to the Board of Directors, committees and other management staff.
14. Explains, justifies and defends programs, policies and activities in assigned areas of responsibility.
15. Performs related duties as assigned.

### **QUALIFICATIONS**

#### **Knowledge of:**

- Principles, practices and techniques of public information, community outreach and stakeholder engagement, project and program development
- Operations of an internal communications program
- Development of internal campaigns to build agency culture and morale
- Public sector business and administrative practices
- Methods and techniques of writing and editing
- Interview techniques that elicit complete and accurate information
- Methods and principles of organizational change management
- Principles and techniques of event planning, including virtual live events
- Principles of employee supervision, training and performance management

#### **Skill in:**

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- Planning and managing internal communications for a large organization
- Working effectively with a wide-range of stakeholders, including executive management employees and elected officials
- Leveraging a variety of mediums to communicate messages
- Customizing communications to specific audiences
- Managing multiple projects simultaneously with a high-level autonomy
- Maintaining confidentiality
- Identifying and responding to sensitive community and organizational issues, concerns and needs
- Communicating clearly and effectively both orally and in writing
- Creative storytelling
- Creating graphics and brochures and managing website content, utilizing content management system software
- Basic photography

### **MINIMUM QUALIFICATIONS:**

#### **Education**

Possession of a Bachelor's degree from an accredited college or university in Communications, Journalism, Public Relations, Public Administration or a closely related field.

#### **Experience**

The equivalent of five (5) years of full-time professional level experience in communications, community relations, marketing or a closely related field, which must have included at least two (2) years of supervisory and administrative experience.

#### **Substitution**

Additional experience as outlined above may be substituted for the education on a year-for-year basis.

### **WORKING CONDITIONS**

#### **Environmental Conditions**

Office environment; exposure to computer screens.

#### **Physical Conditions**

May require maintaining physical condition necessary for walking, standing or sitting for prolonged periods of time.

**BART EEO-1 Job Group:** 0500 – Executives/Managers  
**Census Code:** 0100 – Administrative Managers  
**Safety Sensitive:** No