



Manager of Communications and Public Affairs

Recruitment services provided by Ralph Andersen & Associates



Vision

Southern California's Catalyst for a Brighter Future

Mission

"To foster innovative regional solutions that improve the lives of Southern Californians through inclusive collaboration, visionary planning, regional advocacy, information sharing, & promoting best practices."

An Outstanding Opportunity

Southern California Association of Governments (SCAG) is conducting an extensive search for a Manager of Communications and Public Affairs with the vision and experience to manage the agency's outreach and communications strategy. Under the leadership of the Director of Government and Public Affairs, the Manager of Communications and Public Affairs is responsible for developing and implementing SCAG's media relations, public affairs and communication programs and serves a critical role in keeping elected officials, the planning community, the public and other stakeholders informed on SCAG's available resources, programs, events, and projects.

The Communications and Public Affairs Department is committed to improving the visibility, transparency, and impact of the work carried out by SCAG and engaging diverse members of the public in transportation planning and the associated decision-making process.



Southern California Association of Governments

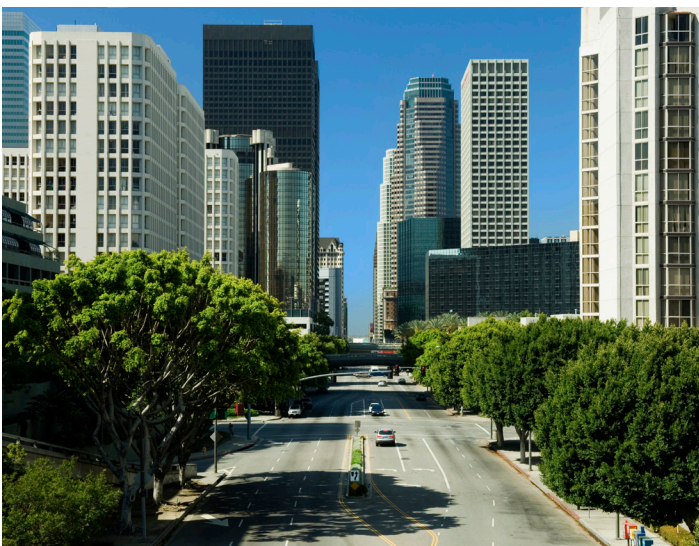
Over fifty years ago cities and counties in the six-county Southern California region joined together to form the Southern California Association of Governments (SCAG) for the purpose of fulfilling federal intergovernmental planning mandates, including managing a “continuing, cooperative, and comprehensive” regional transportation planning process. The six-county SCAG region includes Imperial, Los Angeles, Orange, Riverside, San Bernardino, and Ventura Counties as well as 191 cities covering 38,000 square miles. While the geographical boundaries of the region have remained the same, the social and institutional landscapes have changed substantially due to increased population, now spanning more than 19 million people.

Today, the region has grown to include five county transportation commissions, five regional air quality management districts, 15 sub-regional councils of governments, many new cities, and several more transit operators. In addition to the six counties, 191 cities in the region are member agencies of SCAG. Current regional planning and policy setting responsibilities of SCAG include the areas of air quality, housing, movement of goods, traffic congestion, transportation, water quality, and solid waste disposal planning, among others. SCAG has a prominent role in new and exciting initiatives such as an expansive housing and land use programs, the Inclusive Economic Recovery Strategy and regional equity and social justice efforts.

Decision-making occurs through SCAG’s Regional Council (RC), a government body composed of 86 cities, and county elected officials and transportation commissioners. The agency also works in close partnership with its federal and state funding partners, Federal Highway Administration, Federal Transit Administration, Federal Aviation Administration, California Department of Transportation, and 15 sub-regional Councils of Governments (COGs) that represent SCAG’s member cities and counties.

SCAG has implemented a hybrid work model which provides flexible work options allowing staff members in the organization to contribute from remote work locations. Generally, it is SCAG’s Work@SCAG policy for employees to reside in the six county SCAG region. Management has hybrid work model and may be required to work from the Downtown LA office.

SCAG headquarters are in the hub of busy downtown Los Angeles, at Figueroa and 7th streets in a multi-use hotel and office complex that features state-of-the-art architecture and technology. For ease of commuting, the LA office is located across the street from the Metro Red Line 7th Street Station and is easily accessible by commuter trains and buses serving surrounding areas.



Core Values

In all our work, we strive to:

BE OPEN

Be accessible, candid, collaborative and transparent in the work we do.

LEAD BY EXAMPLE

Commit to integrity and equity in working to meet the diverse needs of all people and communities in our region.

MAKE AN IMPACT

In all endeavors, effect positive and sustained outcomes that make our region thrive.

BE COURAGEOUS

Have confidence that taking deliberate, bold and purposeful risks can yield new and valuable benefits.

The Position

Reporting to the Director of Government and Public Affairs, this management level position is considered an at-will position and is responsible for managing and directing the planning, development, implementation, and evaluation of the communications and public information programs for SCAG. The role of Manager of Communications and Public Affairs will oversee 10 talented and dedicated professionals within the two broad functional areas -- internal and external communications. This role will need to deliver a compelling and timely message across a variety of platforms on key issues to all SCAG partners and stakeholders.

Key responsibilities include:

- ◆ **Outreach:** Develop, implement, and oversee innovative outreach and engagement strategies to reduce barriers to participation and to meet the agency's goal of engaging the public, especially those who have been traditionally excluded, in transportation planning processes. Working closely with all SCAG departments, advise management of the potential public relations effect of proposed actions and best means for communicating priorities. Work with the Membership and Communications Subcommittee and individual Regional Council members to identify specific issues, initiatives and activities that should receive news media attention. Engage colleagues and external partners in the development of SCAG's signature events and other public-facing activities.
- ◆ **Communications:** Develop SCAG's strategic communication policy. Direct and manage the generation of compelling and timely content for print and digital channels, including social media, SCAG's website and newsletters, email, and other avenues, to tell the story of the agency's work and the importance of regional planning. Design and implement effective strategies targeted to diverse stakeholders to keep them informed and engaged in the agency's work in the region. Establish and manage monitoring of benchmarks for measuring the success of the engagement strategies. Collaborate on internal communication vehicles and those of partners.

The Position *continued*

- ♦ **Media Relations:** Manage the agency's strategy for engaging with the press. As needed, write or manage the generation of press releases and make follow-up calls to engage the media in coverage of events and activities. Serve as the key contact person for media inquiries and the public. Oversee the development and maintenance of media lists and news clips. Identify opportunities for thought-leadership writing, guest opinion pieces, and other editorial opportunities for Executive and Board Leadership. Train Board and executive leadership as needed. Oversee media consultant services and budgets.
- ♦ **Publications and Website:** Manage the updating of existing and new print, digital, and graphic materials as needed. Work closely with technical staff managing the agency's website, which also hosts significant mapping and data resources.
- ♦ **Administrative:** Develop and lead a high performing team by monitoring, evaluating, and developing staff and providing opportunities for training and professional development. Develop work plans with staff, establish performance measures, monitor progress, and provide timely feedback, and when necessary, initiate corrective and/or disciplinary action and respond to grievances and complaints according to established personnel rules. Plan, direct, supervise, coordinate, and monitor the work plan and workflow for the department. Review and evaluate organizational structure for efficiency and effectiveness. Develop contract scopes of work, budgets, and performance/product schedules for consultants.



Key Goals and Opportunities for Success

- ♦ Increase Engagement and Outreach in the Region
- ♦ Develop and Communicate Cohesive and Inclusive Messages for the Agency
- ♦ Enhance the SCAG Brand and Awareness through Print and Digital Media Platforms
- ♦ Design and Implement Effective Outreach Strategies Targeted to Diverse Stakeholders
- ♦ Work Collaboratively with SCAG Partners, Elected Officials and Community Interest Groups



The Ideal Candidate

The ideal candidate for the position of Manager of Communications and Public Affairs will have demonstrated expertise in digital marketing platforms and engagement strategies, and will have the ability to connect with diverse audiences.

The ideal candidate will be an energetic, self-starter with a positive attitude who has the ability to enhance SCAG's communication efforts, elevate its brand and tell its stories to a variety of audiences. This highly skilled Communications Manager will guide and implement the strategy for all communications, website, public relations, and social media to consistently articulate SCAG's mission, vision, goals, and objectives. The Manager will also develop and oversee authentic, persuasive, compelling and inspiring content for all external and internal communications, crafting compelling copy across all SCAG communication platforms. The Manager will be excited about developing and implementing plans to engage target audiences and identify opportunities to increase accessibility to spread the message about SCAG's work. The ideal candidate should have a proven track record of success, as well as excellent written and verbal communication skills.

Importantly, the Manager will have the unique opportunity to restructure the organization's internal and external communication efforts to more adequately deliver timely and responsive services across the broad spectrum of responsibilities. Individuals in this role must have the ability to build a strong, cohesive, and capable team, have excellent organization skills and be adaptable when faced with conflicting and changing priorities. Relationship building with the elected officials and the Regional Council as the governing body is also a critically important personal attribute for the new Communications Manager.

The successful candidate will be able to build and sustain cooperative relationships and work collaboratively with SCAG partners, elected officials and community interest groups, being attentive and aware of the perspectives of various internal and external stakeholders.

This top professional will intuitively support a collaborative and transparent organizational culture that is committed to communicating across the organization and to its large, diverse membership.

The Ideal Candidate *continued*



Personal traits and characteristics:

- ♦ **An experienced manager** with strong communication, public relations, and **media relations** skills.
- ♦ An adaptive leader who **is flexible and able to work both independently and successfully lead diverse teams, instilling a culture of inclusion and cohesion.**
- ♦ Able to **establish an effective organizational structure** that is **highly responsive** to its stakeholders and best supports current and future business needs.
- ♦ An **effective collaborator** who pays critical attention to diversity of thinking and psychology safety to successfully **connect and communicate** with SCAG partners, elected officials, the planning community, media, and general public.
- ♦ Well established **media connections.**
- ♦ Effective management style and ability to **navigate politically sensitive issues.**



Qualifying Experience and Education

Experience: Eight years of responsible communications and public relations experience working with elected officials including four years of management, and supervisory or team leader experience.

Education: A Bachelor's degree from an accredited college or university with a major in Communications, Public Relations, Journalism, Public Administration, or a related field. A Master's degree is preferred.

Knowledge of the Southern California region is highly desirable, including an understanding of regional and local challenges, legal mandates and familiarity with stakeholder agencies and organizations.

Compensation and Benefits

The annual salary range for this position is **\$141,772.80 to \$184,288.00** and will be based on qualifications and experience. SCAG offers a competitive benefits program, which will include:

- ◆ **Cell Phone:** SCAG offers a cell phone allowance of up to \$100 per month.
- ◆ **Retirement:** All new hires become members of the California Public Employees' Retirement System (CalPERS). New CalPERS members will be enrolled in the defined benefit formula of 2% @ 62 in accordance with the Public Employees' Pension Reform Act of 2013 (PEPRA). Classic members will be enrolled in the defined benefit formula of 2% @ 55 years. SCAG pays the employee's 7% contribution for Classic CalPERS members. Employees do not pay into Social Security.
- ◆ **Deferred Compensation Plan:** Empower 457 Deferred Compensation Plan is available, and SCAG provides a 50% match of the employee's biweekly contribution up to \$3,500 per year.
- ◆ **Health Insurance Coverage:** Employees may choose from seven HMO and three PPO CalPERS health plans. SCAG offers a cafeteria plan with a maximum of \$9,600 annually towards medical premiums. \$800/month towards insurance premiums.
- ◆ **Dental and Vision:** SCAG has two dental plans (Delta Dental PPO and DHMO) and a vision plan (VSP). SCAG pays 100% of the cost for dental and vision for all employees and their dependents.
- ◆ **Life and AD&D:** Life insurance in the amount of \$150,000 is provided by SCAG.
- ◆ **Disability Insurance:** Short-term and long-term disability insurance plans are provided by SCAG.
- ◆ **Holidays:** A total of 14.5 paid holidays – 9 designated and 5.5 (44 hours) floating are provided per fiscal year. New employees receive 11 personal floating holiday hours per full quarter.
- ◆ **Vacation:** Starting at 120 hours of vacation per year.
- ◆ **Sick Leave:** Employees accrue sick leave at the rate of 1 day (8 hours) per month (or 96 hours per year). Up to half (48 hours per year) may be used for Family Sick.
- ◆ **Paid Parental Leave:** 12 weeks paid family leave. Employees become eligible for this benefit after 12 months of employment at SCAG.
- ◆ **Bereavement Leave:** Up to 10 days for immediate family; up to 5 days for extended family.
- ◆ **Employee Assistance Plan:** SCAG offers an Employee Assistance Plan through Morneau Shepell.
- ◆ **Flexible Spending Account (FSA):** A tax-exempt savings plan is offered to pay eligible expenses associated with parking expenses, health, and dependent care.
- ◆ **Professional Memberships:** SCAG encourages professional development. SCAG reimburses employees up to \$300 per fiscal year towards professional membership dues that are either directly related to the employee's current SCAG position or career growth.
- ◆ **Tuition Reimbursement:** All regular and at-will employees are eligible to participate in the tuition reimbursement program after 1 year of employment. SCAG's current maximum for reimbursement is \$5,642 per calendar year.
- ◆ **Work@SCAG:** SCAG's commitment to ensuring employee safety and well-being includes a hybrid workforce model to provide flexible work options and enhanced well-being. At this time, all SCAG staff are currently working remotely until work@SCAG goes live on March 14, 2022.

To Apply

Interested candidates should apply by **March 25, 2022** by submitting a comprehensive résumé and a compelling cover letter to apply@ralphandersen.com. Confidential inquiries should be directed to Ms. Heather Renschler or Ms. Serena Wright-Black, Ralph Andersen & Associates, at (916) 630-4900 or request an appointment to discuss further by contacting scheduling@ralphandersen.com.



Equal Employment Opportunity

*SCAG is an equal employment opportunity employer.
All personnel policies and programs are administered without regard to
race, color, religion, political belief, age, national origin, sex,
disability, cultural background, and sexual orientation.*

scag.ca.gov

SCAG Region Agencies

Cities

- Adelanto
- Agoura Hills
- Alhambra
- Aliso Viejo
- Anaheim
- Apple Valley
- Arcadia
- Artesia
- Avalon
- Azusa
- Banning
- Barstow
- Beaumont
- Bell
- Bell Gardens
- Bellflower
- Beverly Hills
- Big Bear Lake
- Blythe
- Bradbury
- Brawley
- Brea
- Buena Park
- Burbank
- Calabasas
- Calexico
- Calimesa
- Calipatria
- Camarillo
- Canyon Lake
- Carson
- Cathedral City
- Cerritos
- Chino
- Chino Hills
- Claremont
- Coachella
- Colton
- Commerce
- Compton
- Corona
- Costa Mesa
- Covina
- Cudahy
- Culver City
- Cypress
- Dana Point
- Desert Hot Springs
- Diamond Bar
- Downey
- Duarte
- Eastvale
- El Centro
- El Monte
- El Segundo
- Fillmore
- Fontana
- Fountain Valley
- Fullerton
- Garden Grove
- Gardena
- Glendale
- Glendora
- Grand Terrace
- Hawaiian Gardens
- Hemet
- Hermosa Beach
- Hesperia
- Hidden Hills
- Highland
- Holtville
- Huntington Beach
- Imperial
- Indian Wells
- Indio
- Industry
- Inglewood
- Irvine
- Irwindale
- Jurupa Valley
- La Cañada Flintridge
- La Habra
- La Habra Heights
- La Mirada
- La Palma
- La Puente
- La Quinta
- La Verne
- Laguna Beach
- Laguna Hills
- Laguna Niguel
- Laguna Woods
- Lake Elsinore
- Lake Forest
- Lakewood
- Lancaster
- Lawndale
- Loma Linda
- Lomita
- Long Beach
- Los Alamitos
- Los Angeles
- Lynwood
- Malibu
- Maywood
- Menifee
- Mission Viejo
- Monrovia
- Montclair
- Montebello
- Monterey Park
- Moorpark
- Moreno Valley
- Morongo Band of Mission Indians
- Murrieta
- Needles
- Newport Beach
- Norco
- Norwalk
- Ojai
- Ontario
- Orange
- Oxnard
- Palm Desert
- Palm Springs
- Palmdale
- Paramount
- Pasadena
- Pechanga Band of Luiseño Indians
- Perris
- Pico Rivera
- Placentia
- Pomona
- Port Hueneme
- Rancho Cucamonga
- Rancho Mirage
- Rancho Palos Verdes

- Redlands
- Redondo Beach
- Rialto
- Riverside
- Rolling Hills
- Rolling Hills Estates
- Rosemead
- San Bernardino
- San Buenaventura
- San Clemente
- San Dimas
- San Fernando
- San Gabriel
- San Jacinto
- San Juan Capistrano
- San Marino
- Santa Ana
- Santa Clarita
- Santa Fe Springs
- Santa Monica
- Santa Paula
- Seal Beach
- Sierra Madre
- Signal Hill
- Simi Valley
- South El Monte
- South Gate
- South Pasadena
- Stanton
- Temecula
- Temple City
- Thousand Oaks
- Torrance
- Tustin
- Twentynine Palms
- Upland
- Ventura
- Vernon
- Victorville
- Villa Park
- Walnut
- West Covina
- West Hollywood
- Westlake Village

- Westminster
- Westmorland
- Whittier
- Wildomar
- Yorba Linda
- Yucaipa
- Yucca Valley

Counties

- Imperial County
- Los Angeles County
- Orange County
- Riverside County
- San Bernardino County
- Ventura County

Subregional Organizations in the SCAG Region

- Arroyo Verdugo Communities Joint Powers Authority
- City of Los Angeles
- Coachella Valley Association of Governments
- Gateway Cities Council of Governments
- Imperial County Transportation Commission
- Las Virgenes Malibu Council of Governments
- North Los Angeles County
- Orange County Council of Governments
- San Bernardino County Transportation Authority / San Bernardino Council of Governments
- San Fernando Valley Council of Governments
- San Gabriel Valley Council of Governments
- South Bay Cities Council of Governments
- Ventura Council of Governments
- Western Riverside Council of Governments
- Westside Cities Council of Governments