

1312 Public Information Officer

Customer Noticing & Community Liaison (Filipino)

POSITION DESCRIPTION:

Under the direction of the Public Outreach and Engagement Manager, the 1312 Public Information Officer informs residents, businesses, Muni customers and other community members of upcoming and ongoing changes to the transportation system. These changes include capital construction projects, Muni service changes, infrastructure upgrades such as the new Customer Information System Project, changes to street design, parking, and sidewalks, and SFMTA programs and policies. The Public Information Officer (PIO) conducts outreach and engagement for these changes by preparing and distributing public information materials, facilitating public meetings and presentations, planning, implementing, and documenting public outreach and engagement activities and developing reports and documentation. In addition, this position serves as the division's Filipino translator and works closely with the community liaison program and conducts linguistically appropriate and culturally relevant outreach to expand the agency's capacity to accommodate the pressing needs of the Filipino-speaking community in San Francisco.

EXAMPLES OF IMPORTANT AND ESSENTIAL DUTIES:

- Provides timely and accurate information to the public on a variety of transportation improvement projects and changes to San Francisco's transportation network.
- Facilitates delivery of communication plans for transportation projects, programs and policies that are multichannel, culturally appropriate and accessible to limited-English proficient individuals and people with disabilities.
- Assists with Customer Noticing and coordinates with several divisions within the SFMTA as well as other city agencies to ensure the public is adequately informed about special events that affect Muni transit service and provide service alternatives. Develops, produces, and distributes digital information and signage related to Muni service impacts.
- Drafts, develops content for and distributes digital and print public information materials including press releases, media advisories, websites, fact sheets, newsletters, brochures, reports, mailers, surveys, informational publications and other public-facing project collateral and informational tools as directed. Translates these materials into Filipino as needed.
- Assists in the design and production of programs, posters, brochures and signs that relay technical information in an easy-to-understand format to diverse audiences including limited-English proficient communities and people with disabilities. Translates these into Filipino as needed.
- Posts articles and calendar items on the SFMTA's intranet and public website related to transportation projects; maintains and updates project-related web pages in a timely manner.

- Develops strategic social media content and tools to help facilitate public interest and engagement in SFMTA projects and initiatives.
- Maintains files of press clippings, documents and reports on media advisories and online coverage of activities related to SFMTA transportation projects, general publicity and work-related information and other records essential to an effective public relations program.
- Maintains relationships with stakeholders, advocacy groups and other relevant communities.
- Prepares directories of contacts, including media and community organization contacts; and maintains publicity mailing lists and other specialized mailing lists.
- Plans, facilitates and participates in public meetings; facilitates small group sessions; summarizes stakeholder feedback.
- Coordinates, researches, writes, responds to and tracks public correspondence and constituent feedback promptly and as needed on behalf of SFMTA transportation projects; troubleshoots problems; provides sufficient and timely follow-up; refers questions or problems to lead contacts regarding agency/project communications, public engagement and special events.
- Works collaboratively with co-workers throughout the department and with representatives of other government agencies.
- Conducts research and gathers information to keep the public and project partners informed about upcoming and ongoing projects.

Nature of Work:

The position may require working weekends and nights on an as-needed basis, driving a motor vehicle, working outdoors in varying weather conditions, standing, walking and/or sitting for prolonged periods of time, occasional lifting of objects weighing up to 15 pounds and the transport of materials and equipment.

Special Conditions:

1. Ability to communicate fluently speaking, reading and writing in Filipino in a professional setting. Must pass the written and oral bilingual certification exam as a condition of employment.
2. Possession of a current valid driver's license.

DESIRABLE QUALIFICATIONS:

- Demonstrated experience in transportation communications.
- Ability to create webpages on a Drupal platform (with training).
- Strong problem-solving skills.
- Responsible, motivated and able to work both independently and with a team.
- Strong facilitation and presentation skills.
- Exceptional oral, written and public speaking skills.
- Ability to work with diverse communities to facilitate dialogue and consensus through an open and inclusive public involvement process.
- Ability to perform oral interpretation in Filipino representing the agency at community meetings and events.

- Proficiency with Salesforce, Adobe Acrobat, Adobe Illustrator and/or InDesign, Microsoft Office including Word, Excel, Power Point and Outlook.
- Ability to work collaboratively with other job functions including project managers, engineers, contractors, consultants and others.
- Ability to distill highly technical information into simple concepts for non-technical stakeholders and demonstrated experience communicating complex information to a diverse population.
- Ability and flexibility to work in a dynamic, time-sensitive environment and to respond quickly and effectively during unanticipated events and emergencies.
- Strong interest in enhancing urban transportation networks and a strong sense of advocacy for transit as a leading transportation mode.
- Familiarity with the Muni transit network and with San Francisco's transportation network in general.