

# 1312 Public Information Officer Community Liaison (Cantonese)

## **POSITION DESCRIPTION:**

Under the direction of the Public Outreach and Engagement Manager, the 1312 Public Information Officer – Community Liaison (Cantonese) will assist in the implementation of the community liaison program, conduct linguistically appropriate and culturally relevant outreach to expand the agency’s capacity to accommodate the pressing needs of the Cantonese speaking community in Chinatown and other areas of San Francisco. The position will assist various units across the agency to increase programming and services by providing translation and interpretation services to limited English proficiency (LEP) persons to increase public engagement and address concerns pertaining to projects and/or policies that will impact local communities. The position will also represent the agency at community meetings, solicit feedback, report back, and assist with language access compliance report needs.

## **EXAMPLES OF IMPORTANT AND ESSENTIAL DUTIES:**

- Assists in the implementation of the community liaison program.
- Conducts linguistically appropriate and culturally relevant outreach, distributes materials, and provides language services to LEP populations to solicit meaningful public participation.
- Prepares and translates written materials, including correspondence, flyers, brochures, memos, forms, posters, and presentations for distribution, including press releases, reports, social media and presentations for oversight bodies, members of the public and stakeholder.
- Prepares and translates written materials to support the SFMTA website.
- Establishes, develops, and maintains relationships with key stakeholders, both internal and external.
- Provides information to and answers questions from the public to promote SFMTA services and gather feedback.
- Assists staff in reviewing public inquiries or comments by providing language services and follow up, tracks and reports on correspondence and constituent feedback trends.
- Assists various units across the agency to increase programming and services by providing language services.
- Assists with press events, social media, events, and other initiatives.
- Represents the agency at community meetings and reports back.
- Maintains and updates computer files, databases and list of relevant stakeholders and committees, and generates periodical reports.
- Assists with language access compliance report needs.
- Performs other duties and responsibilities as assigned.

## **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 Chinese (Cantonese) in a professional setting. Must pass the written and oral bilingual certification exam.
2. Possession of a current valid driver's license.

**DESIRABLE QUALIFICATIONS:**

- Strong public relations skills, including experience in public outreach, community relations, government affairs, communications, and conflict resolution.
- Ability to communicate with diplomacy, facilitate dialogue, conduct meetings, and build consensus with a wide range of stakeholders through an open and inclusive public involvement process.
- Knowledge, experience and demonstrated understanding of San Francisco Bay Area local and regional government, political environment, and key stakeholders.
- Ability to distill highly technical information into simple concepts for non-technical stakeholders and demonstrated experience communicating complex information to a diverse population.
- Strong writing and public speaking skills including experience making public presentations.
- Genuine interest in promoting public transportation, enhancing transportation networks and a desire to learn about transit infrastructure projects and their funding and planning complexities.
- Ability to perform oral interpretation in Cantonese representing the agency at community meetings and events.
- Ability to use office automation and software applications to facilitate public relations activities, including but not limited to:
  - Online research
  - Microsoft Office (Word, Outlook, Excel, and PowerPoint)
  - Maintaining databases, such as Salesforce
  - Posting to/updating website information (with training)
  - Ability to learn proprietary online systems as needed