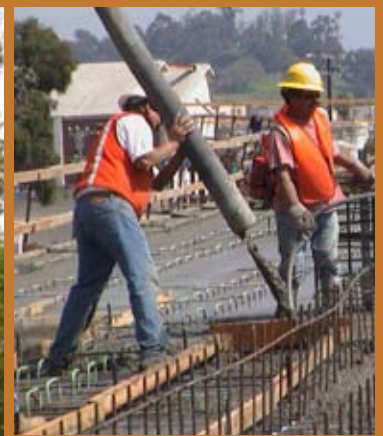


Metro Gold Line Foothill Extension Construction Authority



Invites Applications for the Position of

Director of Public Affairs



Recruitment Services Provided by
Ralph Andersen & Associates

The Opportunity

The Metro Gold Line Foothill Extension Construction Authority is conducting a regional search for the position of Director of Public Affairs. Ideal candidates will be experienced, knowledgeable and highly skilled senior public relations professionals with a proven track record of successful community and media relations.

The Community – County of Los Angeles

Los Angeles County, with a population of approximately 10 million people, has more residents than any county in the nation and is exceeded by only eight states. It is the 17th largest economy in the world, and serves as the nation's top international trade center, second largest manufacturing center, and aerospace research/development capital.

The County boasts 63,000 acres of parks, lakes, trails, natural areas, and gardens; the world's largest and most modern small craft harbor; and 31 miles of beaches along the coastline. Los Angeles County is truly a remarkable place to live and work. The County offers world-class cultural facilities such as the Music Center (Walt Disney Concert Hall, Dorothy Chandler Pavilion, Mark Taper Forum, and Ahmanson Theatre); Museum of Art; Museum of Natural History, (including the Page Museum at the La Brea Tar Pits and the William S. Hart Museum); Hollywood Bowl; and the John Anson Ford Theatre. Private facilities include more than 300 museums. The possibilities for diverse cultural activities, accommodations, sight-seeing, entertainment, shopping, attractions, and natural beauty are plentiful.

The Position

The Director of Public Affairs is a member of the senior management team and reports to the Chief Executive Officer, Habib Balian. This is an at-will position responsible for a three person team and the overall direction and management of comprehensive media relations, communications, and community outreach activities both in-house and with the design/builder. As a key member of the Authority's management team, this position advises on a wide range of communications, community-related and intergovernmental issues including developing and implementing overall policies, communications programs, and long-range plans and goals to strengthen the Authority's relationship with surrounding communities, agencies, and elected officials, ensuring that Metro Gold Line Foothill Extension Construction Authority initiatives are given appropriate coverage. Additionally, this position will be responsible for developing a coordinated media and community relations strategy designed to enhance the recognition of the Authority's contributions for continuous improvement of an efficient and effective transportation system for Los Angeles County.

This position provides overall direction for developing, evaluating, revising and implementing overall policies and long range plans and goals to strengthen the Metro Gold Line Foothill Extension Construction Authority's outreach with surrounding communities. This includes a process to allow for cooperative planning initiatives with related developments, mitigation and Foothill Extension projects. Additionally, this key position develops strategy to address how issues are presented to business and government groups, and provides strategic communications to community groups on external issues affecting the Authority. Other overall



responsibilities include maintaining community relations with surrounding communities through good neighbor programs, special events, tours, and briefing to various audiences; and developing and implementing an overall communications strategy for the Authority.

Typical responsibilities include:

- Direct establishment and implementation of public affairs plans, programs, and schedules for public relations, internal and external media services, community relations, government relations, special events, and photographic services;
- Develop, communicate and manage a strategic plan to promote the goals of the Authority at all levels (local, state, and national); identify and develop opportunities for the Authority to present a positive image; establish infrastructure to support and guide Authority staff, consultants, and design/builder in public relations efforts to ensure consistency and quality;
- Formulate approaches, policies and programs to promote community understanding and identification with the Project and provide an accurate, positive image of the Authority and Project; assess department performance in relation to established goals and recommend new approaches, policies and procedures to effect continual improvement in services;
- Serve in an advisory capacity to the Chief Executive Officer and Board of Directors as to the public relations implications of Authority policies, practices, and actions; review proposed changes in policies and practices for probable effect on public opinion and recommend action to be taken in developing good public relations;
- Develop positive media relations; develop media relations policy identifying appropriate Authority representatives to serve as spokesperson in varying circumstances; direct press relations, including such activities as preparation of new releases and feature articles, and the making of arrangements for interviews between Authority staff and press, radio and television representatives; develop policies regarding media presence at the Authority and construction sites;

- Coordinate development and production of internal and external publications, newsletters, handbooks, and brochures;
- Provide assistance to Authority staff and Board members in writing speeches preparing letters and drafting articles, which are to be made public; and
- Determine fiscal requirements of public affairs department and prepare budgets; monitor, verify and reconcile expenditure of budgeted funds.

The Ideal Candidate

The ideal candidate will have experience and knowledge of:

- Principles, practices, methods, and techniques of public/community relations, media relations, organizational behavior, and program management;
- Demonstrated experience in press relations, both trade and mainstream;
- The capacity to function in a dynamic and fast paced environment;
- Demonstrated ability to persuasively present sensitive issues to large groups;
- Demonstrated ability to formulate and accomplish strategic communication goals;
- An established track record of outstanding accomplishments and superior performance including excellent judgment and decision making, planning, and organizational abilities;
- Demonstrated ability to serve effectively as a member of a management team; and
- The ability to develop creative and innovative solutions for complex problems.



The successful candidate should also demonstrate the ability to:

- Recommend appropriate spokespersons to address external issues;
- Exercise sound managerial judgment in order to communicate effectively with the press;
- Develop effective working relationships and partner with interested stakeholders to communicate the Authority's position on important issues;
- Maintain cooperative relationships with all aspects of the media and deal tactfully and effectively with all members of the community;
- Interact extensively with elected and appointed officials at the local, State and Federal levels including business executives, regulatory agencies, community groups, employees, and the general public;
- Present technical information and concepts clearly, convincingly, and effectively both orally and in writing to diverse groups including the media;
- Provide leadership in promoting an open, accessible, public and community relations division for the Authority; and
- Provide a high level of energy and enthusiasm both to the organization and outside audiences.

Minimum Qualifications

Education – Bachelor's degree from a recognized college or university is required with an emphasis in communications, journalism, public relations, public administration or a related field.

Experience – This executive position requires at least five (5) years of successful top management experience responsible for a major metro-

politan area and/or managing public affairs for a governmental agency, public utility or similar organization. Candidates with light rail experience and/or experience within a transportation-related agency/organization will be given priority consideration.

Compensation

The starting annual salary range for the Director of Public Affairs is from \$132,222 to \$190,987. Placement within the stated range will be based upon the selected candidate's experience and salary history. In addition to a competitive salary, this position includes a California PERS retirement (with 100% vesting after five years) and excellent executive benefits package. Further details on the benefit package can be obtained through Ralph Andersen & Associates.

The Selection Process

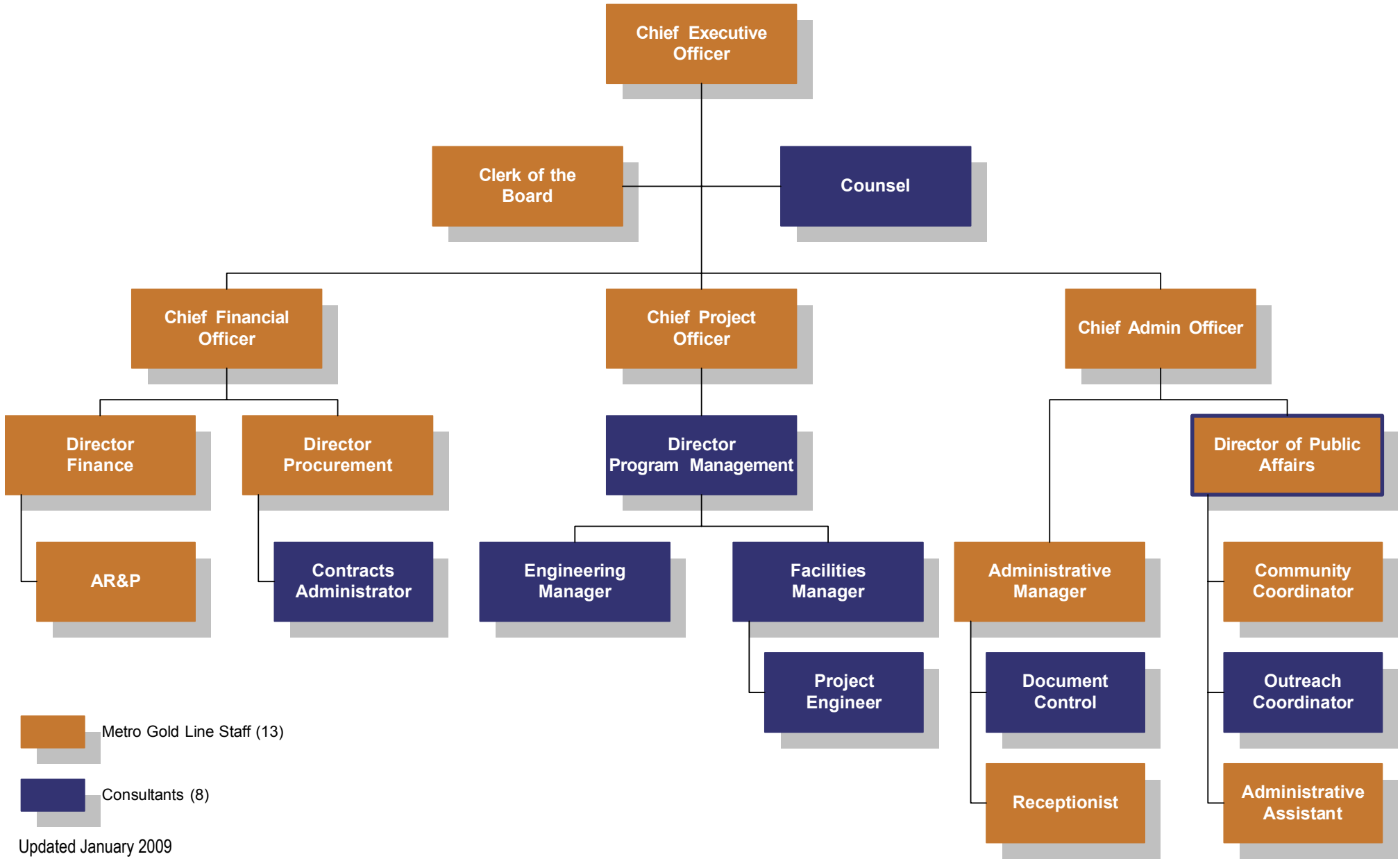
This position is open until filled; however, the first review of resumes will take place during mid February 2009. To be considered, candidates must submit a compelling cover letter and resume, salary history, and six (6) professional references (should include two (2) supervisors, two (2) peers, and two (2) direct reports).

Interested candidates are strongly encouraged to apply electronically via email to apply@ralphandersen.com. References will not be contacted and education and employment history will not be verified until mutual interest has been established and a release form has been signed. Ralph Andersen & Associates will conduct the initial evaluation of submitted materials to determine the best overall match with the established criteria as outlined in this recruitment profile. Should you have any questions regarding this position or the recruitment process, please call Mr. Robert Burg at (916) 630-4900. Confidential inquiries are welcomed.



Metro Gold Line Foothill Extension Construction Authority is an equal opportunity employer.

Organizational Chart



 Metro Gold Line Staff (13)

 Consultants (8)

About the Foothill Extension

The proposed extension will continue the Metro Gold Line from its current terminus in East Pasadena through the Cities of Arcadia, Monrovia, Duarte, Irwindale, Azusa, Glendora, San Dimas, La Verne, Pomona, Claremont, and Montclair. A trip from Montclair to downtown Pasadena would take a little over 40 minutes, and further to Los Angeles would take approximately 75 minutes. It will offer shorter commuting trips, increased energy savings (estimated 1.5 million gallons of gasoline each year) and reduced levels of pollution (estimated 4 tons of carbon monoxide).

