

Attachment B to Agenda File No. 2023-0287

San Diego Unified Port District

Class Code: B256-UE23

CLASS SPECIFICATION Assistant Vice President, General Services

FLSA Status: Exempt
EEOC Job Category: Officials and Administrators
Classified: No
Union Representation: Unrepresented

GENERAL PURPOSE

Under general policy direction from the Vice President; plans, organizes, directs, integrates and oversees the Port's organizational and operational effectiveness in various functions of the General Services department; provides expert professional assistance, leadership, and support to Port management on matters in areas of assigned responsibility; and performs related duties as assigned.

DISTINGUISHING CHARACTERISTICS

An incumbent in this class is responsible for leading, directing and integrating strategies, projects, services, and organizational effectiveness for the division and is accountable for ensuring that functions are in compliance with Port mission, goals and objectives, policies, procedures, relevant laws and regulations and professional standards and practices. An Assistant Vice President is expected to exercise discretion in making high-level decisions within general policy guidelines and utilize exemplary judgment and analytical skills on matters that are critical to the operational success of the division and ultimately the Port. Incumbents are expected to be leaders in the organization by actively participating in the development and management of strategic plan and initiatives.

ESSENTIAL DUTIES AND RESPONSIBILITIES

The following statements are intended to describe the general nature and level of work performed by people assigned to this classification. They are not intended to be an exhaustive list of all responsibilities, duties and skills required of incumbents.

1. Under the direction of the Vice President, leads, plans, organizes, controls, integrates and evaluates the work of the division; exercises responsibility for achieving division business, operational and program results; with subordinate directors and staff, develops, integrates, implements and monitors work programs, policies and processes to achieve division and Port mission, strategic and business plans, goals and performance measures; directs development of and monitors performance against the division's and Port's budget.
2. With other members of the senior team, exercises leadership and participates in the development of Port's strategic plan and development of key strategic initiatives, business plans and operational/resource priorities to achieve long-term and short-term goals and priorities, in alignment with the Port's core values and guiding principles.

3. Provides leadership and works with department and section leaders to develop and retain highly competent, service-oriented staff through selection, compensation, training and day-to-day management practices that support the Port's vision, mission, core values, guiding principles, objectives and service expectations; provides leadership and participates in programs and activities that promote workplace diversity, equity, and inclusion, while encouraging a positive employee relations environment.
4. In coordination with the Vice President plans, organizes, directs, and evaluates the performance of assigned directors and staff; collaborate with directors to establish performance requirements and personal development targets; regularly monitors performance and provides coaching for performance improvement and development; recommends to the Vice President compensation and other rewards to recognize performance; takes disciplinary action, up to and including termination, to address performance deficiencies, in accordance with federal, state and local laws and regulations, Port Personnel Rules and Regulations, policies and labor contract agreements.
5. With other members of the management team, participates in the development and implementation of Port strategic and business plans, goals, and objectives; leads and directs division staff in the development and application of new processes and technologies to achieve higher efficiency, effectiveness, and customer service in division work processes
6. Provides professional expertise, analyses, advice, and consultation in matters of importance to the Port; represents Port management in presentations to the Board of Port Commissioners concerning activities and other issues in areas of responsibility or as assigned; represents the division and/or the Port in meetings with other governmental agencies, business and community groups and professional organizations in engineering and facilities maintenance matters.
7. Stays current with knowledge related to the assigned area by attending professional conferences and in-service education programs, as well as by reviewing information obtained from Department memoranda, staff meetings and professional publications to attain and maintain related knowledge and skills and determine the impact of developments and change on providing service excellence.
8. Demonstrates sensitivity to and understanding of historically minoritized groups and participates in professional development activities to increase cultural competency to enhance diversity, equity-minded practices and belonging within the District.

OTHER DUTIES

1. As assigned, acts for the Vice President in that individual's absence.
2. May travel as required on behalf of, and representing, the Port's interests, either nationally or internationally.
3. May represent the district on task forces, committees, or projects; represents the general services department to the public, community organizations, and other government agencies; performs a variety of community outreach activities.

4. May be assigned disaster service worker responsibilities as directed.
5. Performs related duties and responsibilities as assigned.

QUALIFICATIONS

Knowledge of:

1. Theory, principles, practices and techniques of facilities maintenance, public works, and implementation as they apply to a complex Port district.
2. Principles and practices of strategic and long-term business planning.
3. Federal, state and local laws, regulations and court decisions applicable to areas of functional responsibility.
4. Port functions and associated management, human resource, labor relations, organizational development and public policy issues
5. Principles and practices of public administration, including budgeting, purchasing and maintenance of public records.
6. Organization and functions of a public board and law and regulations governing the conduct of public meetings.
7. Research methods and analysis techniques.
8. Principles and practices of sound business communication.
9. Principles and practices of effective management and supervision.
10. Principles and practices of asset management.
11. Practices related to emergency operation protocols.

Skill to:

1. Make effective oral presentations to a variety of audiences with differing levels of knowledge regarding a variety of procedures.
2. Use sound judgment and make appropriate decisions in stressful situations and analyze and adapt to new situations quickly.
3. Plan and organize work to meet established timelines and department schedules.
4. Utilize word processing, spreadsheets, email, online calendaring, presentation software, industry specific programs, and data entry/retrieval from database programs.
5. Perform mathematical calculations.
6. Exercise tact, diplomacy, and confidentiality in dealing with sensitive and complex issues and situations.
7. Rapidly learn and acquire skills in areas and technologies not previously assigned.

8. Accurately type at a sufficient speed to maintain workflow.
9. Operate modern office equipment including computer equipment and software applications.
10. Operate a motor vehicle safely.

Ability to:

1. Plan, organize, direct, and integrate diverse functions, operations and objectives of the various sections and departments of the division.
2. Define complex public policy, management, operational, human resource, organizational and administrative issues, perform difficult and complex analyses and research, evaluate alternatives, and develop sound conclusions and recommendations.
3. Understand, interpret, explain, and apply local, state, and federal policy, law, regulations and court decisions applicable to areas of responsibility.
4. Analyze, interpret, and explain court decisions and proposed legislation and programs in terms of their implications and impacts on Port programs, operations, and policies.
5. Present proposals and recommendations clearly, logically, and persuasively in public meetings on a variety of issues.
6. Represent the Port effectively in negotiations with other entities, organizations, and labor representatives.
7. Develop, implement, and enforce appropriate procedures and controls.
8. Prepare clear, concise, and comprehensive correspondence, reports, studies, and other written materials.
9. Effectively engage and support historically minoritized groups by addressing issues of equity and improving culturally responsive service-oriented practices.
10. Understand, be sensitive to and respect the diverse academic, socio-economic, ethnic, religious, and cultural backgrounds, disabilities and sexual orientation of board members, administrators, staff and the community.
11. Develop and maintain an inclusive work environment that fosters diversity, respect and engagement.
12. Exercise sound, expert independent judgment within policy guidelines.

13. Exercise tact and diplomacy in dealing with sensitive, complex and confidential issues and situations.
14. Establish and maintain effective working relationships with Commissioners, all levels of Port management, other elected and appointed governmental officials, consultants, vendors, employees, union representatives, media representatives, the public and others encountered in the course of work.

MINIMUM REQUIREMENTS

Education, Training and Experience:

Graduation from a four-year college or university with a major in public administration, business administration, project or construction management, engineering, or a closely related field; and at least ten years of increasingly responsible management experience in the operation of a plant and/or a public works maintenance and construction program. Time served as a District Intern counts towards the years of experience.

Licenses; Certificates; Special Requirements:

A current, valid California Class C driver license at time of appointment and maintained at all times thereafter in order to operate a vehicle on District business.

California Department of Motor Vehicle (DMV) Pull Notice System: An incumbent in this position will be enrolled in the California DMV Pull Notice Program. The pull notice program provides information on the incumbent's driving record and Driver License status on a periodic basis to the San Diego Unified Port District. An employee assigned a District vehicle must acknowledge receipt and understanding of District Administrative Procedures covering the use of District vehicles.

This position may be subject to a pre-employment background check. The District will conduct a California Department of Justice/FBI fingerprint and criminal history check; felony convictions will be disqualifying. Misdemeanor convictions may be disqualifying depending on type, number, severity, and how recently they occurred. Criminal arrests and convictions during employment may result in termination or limitation in job duties if reasonable can be made.

SUPPLEMENTAL INFORMATION

Physical And Mental Demands

The physical and mental demands described here are representative of those that must be met by employees to successfully perform the essential functions of this class. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Work Environment

Employees work under typical office conditions, and the noise level is usually quiet. Employees may have sun exposure when visiting construction sites.

The employee may be required to travel to locations other than assigned work site and to adjust to work schedule changes and requirements to work overtime.

Resolution #: xxx

Dated: December 5, 2023

San Diego Unified Port District

Class Code: B256-UE23

CLASS SPECIFICATION
Payroll Supervisor

FLSA Status: Exempt
EEOC Job Category: Office and Clerical
Classified: No
Union Representation: Unrepresented

GENERAL PURPOSE

Under direction, supervises a payroll staff and performs a variety of advanced technical accounting support duties involved in the processing of the Port's payroll to ensure the timely, accurate payment of Port employees on a biweekly basis; and performs related duties as assigned.

DISTINGUISHING CHARACTERISTICS

Payroll Supervisor is responsible for supervising the work of the Port's payroll unit in carrying out the timely and complete processing of Port payroll. The incumbent also performs the more advanced journey-level payroll duties requiring an in-depth knowledge of Port policies, procedures and applicable labor contract provisions and federal and state laws and regulations. The Payroll Supervisor is also expected to use independent judgment to and discretion to resolve problems that deviate from policy or make recommendations for required policy determination, in collaboration with supervisors.

Payroll Supervisor is distinguished from Payroll Specialist by the incumbent's supervisory responsibilities and the complexity of the payroll processing and reporting duties performed.

ESSENTIAL DUTIES AND RESPONSIBILITIES

The following statements are intended to describe the general nature and level of work performed by people assigned to this classification. They are not intended to be an exhaustive list of all responsibilities, duties and skills required of personnel so classified.

1. Plans, supervises and evaluates the work of assigned staff; with staff, develops, implements and monitors work plans to achieve unit mission, goals and performance measures; supervises, participates in developing, recommends and implements plans, policies, systems and procedures applicable to unit responsibilities.
2. Plans, organizes, directs and evaluates the performance of assigned staff; establishes performance requirements and personal development targets; regularly monitors performance and provides coaching for performance improvement and development; recommends merit increases and other rewards to recognize performance; recommends disciplinary action, up to and including termination, to address performance deficiencies, in accordance with the Port's human resources Rules and Regulations, policies and labor contract provisions.

3. Provides leadership and works with staff to create a high performance, service-oriented work environment that supports the Port's mission, objectives and service expectations; provides leadership and participates in programs and activities that promote workplace diversity and a positive employee relations environment.
4. Interprets payroll policies and procedures to employees through instructions, procedures and other means; answers employees' technical questions; analyzes, studies and makes recommendations on development and implementation of improved systems, policies and procedures related to areas of responsibility.
5. Verifies, audits, edits and initiates processing of bi-weekly payroll; reviews timekeeping problems and discrepancies and works with appropriate departments and/or supervisors to resolve them; oversees and audits data entry in the payroll system; generates, reviews and reconciles payroll reports to ensure accuracy and completeness of payroll, earning statements and deductions, identifies and resolves discrepancies; generates payroll checks; transmits direct deposit files; verifies that each employee receives payroll check or earnings statement each pay period.
6. Establishes and maintains payroll records; keeps abreast of changes in Federal and State rules and regulations and ensures Port is in compliance; works with the Business Systems Center to ensure changes need in SAP Payroll are implemented properly, oversees the processing of wage garnishments; reviews, audits and corrects records, as necessary.
7. Ensures that Port meets legal requirements in regard to payroll taxes and garnishments and provides all necessary information and payments to IRS, state tax authorities and other regulatory bodies; compiles information for, develops, completes, analyzes, reviews, reconciles and files quarterly and annual payroll tax and other required reports for federal and state governmental agencies, including generating, reviewing and distributing W2's and 1099's and corresponding reports within mandated timeframes; oversees processing of and balances, reviews and completes transfer of funds for payroll tax deposits and payroll deduction liabilities.
8. Oversees technical payroll activities associated with benefits; completes, generates and distributes salary information to designated retirement sources; identifies and communicates issues or deviations related to retirement issues to appropriate sources; reviews, reconciles and processes payments to City retirement system.
9. Audits, balances and/or reconciles assigned accounts, including general ledger payroll accounts, some of which may be highly complex; identifies and resolves issues; monitors and reviews support staff's balancing and reconciliation of general ledger payroll accounts.
10. Provides accurate and timely information and assistance to employees; researches and handles daily inquiries from employees on a wide array of technical matters related to payroll.
11. Utilizing spreadsheet programs and computer database systems, enters, posts, verifies, handles and retrieves a wide variety of routine to complex payroll data, reports and information; compiles, generates and distributes required reports.

12. Develops, reviews, updates and/or distributes specialized reports and spreadsheets; compiles, calculates and analyzes data and information from a variety of sources; reviews and audits reports, identifies discrepancies, notifies supervisor and other appropriate sources and ensures that issues are resolved; distributes reports to internal and external sources in a timely manner.
13. Ensures proper cross-training in the payroll unit. Ensures all payroll related functions and procedures are fully documented and updated as required.
14. Ensures the Business Continuity Plan for the payroll process is documented and fully tested.
15. Ensures internal control policies and procedures related to payroll are adequate. Recommends improvements as required. Audits payroll run to ensure proper controls are in place.

OTHER DUTIES

Incumbents in this classification may be assigned the following SAP duties and responsibilities: test and document business process changes to SAP; train and assist new SAP users including creating training material and delivering one on one or classroom training; work with Business Systems Analysts to troubleshoot and resolve problems.

QUALIFICATIONS

Knowledge of:

1. Advanced methods, practices, documents and terminology used in payroll, financial and accounting recordkeeping.
2. Standard office practices and procedures.
3. Applicable laws, rules and regulations and Port policies, procedures and practices pertaining to payroll, time reporting and benefit plans.
4. Retirement system policies and procedures.
5. Basic accounting and internal control policies and procedures.
6. The Port's general accounting system and associated systems, practices and procedures for processing accounting information and interpreting data.
7. Principles and practices of customer service and telephone etiquette.
8. Basic supervisory principles and practices.
9. Port human resources Rules and Regulations, policies and labor contract provisions.

Ability to:

1. Operate a computer and 10-key calculator accurately at a speed necessary to meet the requirements of the position.

2. Communicate clearly and effectively, orally and in writing, using good business English and appropriate terminology.
3. Perform duties that require high attention to detail and application of rules and specific procedural requirements.
4. Understand, interpret, apply and reach sound decisions in accordance with applicable law, rules, regulations and department procedures.
5. Make calculations and tabulations and review fiscal and related documents accurately and rapidly.
6. Prepare clear and accurate financial records and reports.
7. Collect, obtain, evaluate and interpret technical and specialized payroll and financial information correctly and explain information accurately and precisely to customers.
8. Organize, set priorities, take initiative and exercise sound independent judgment within areas of responsibility.
9. Understand and follow written and oral instructions.
10. Use tact, discretion and courtesy in dealing with sensitive situations and upset clients.
11. Maintain confidentiality of Port documents and records.
12. Establish and maintain effective working relationships with those encountered in the course of work.
13. Lead, coach and train staff.

MINIMUM REQUIREMENTS

Education, Training and Experience:

Graduation from high school or G.E.D. equivalent and five years of progressively responsible experience in performing financial or statistical recordkeeping, with at least three years performing payroll-related duties, including review of timecards and processing of payroll. A minimum of one year at the level of Payroll Specialist at the Port is preferred.

Licenses; Certificates; Special Requirements:

Certified Payroll Professional preferred.

Working knowledge of SAP payroll strongly desired but not required.

A current, valid California Class C driver's license at time of appointment and maintained at all times thereafter in order to operate a vehicle on Port business.

California Department of Motor Vehicle (DMV) pull notice system: An incumbent in this position will be enrolled in the California DMV Pull Notice Program. The pull notice program provides information on the incumbent's driving record and driver license status on a periodic

basis to the Port. An employee assigned a Port vehicle must acknowledge receipt and understanding of Port Administrative Procedures covering the use of Port vehicles.

This position may be subject to a pre-employment background check. The Port will conduct a California Department of Justice/FBI fingerprint and criminal history check; felony convictions may be disqualifying. Misdemeanor convictions may be disqualifying depending on type, number, severity, and how recently they occurred. Criminal arrests and convictions during employment may result in termination or limitations in job duties if no reasonable accommodations can be made.

PHYSICAL AND MENTAL DEMANDS

Persons with disabilities may be able to perform the essential duties of this class with reasonable accommodation. Reasonable accommodation will be evaluated on an individual basis and depends, in part, on the specific requirements for the job, the limitations related to disability and the ability of the hiring department to accommodate the limitation.

Resolution #: 2023 - x

Dated: December 5, 2023

San Diego Unified Port District

Class Code: B956-CE23

CLASS SPECIFICATION
Principal Outreach Specialist

FLSA Status:	Exempt
EEOC Job Category:	Officials and Administrators
Classified:	Yes
Union Representation:	Unrepresented

GENERAL PURPOSE

Under the broad direction of the Public Information Officer (PIO), the Principal Outreach Specialist is responsible for leading the planning, coordination, and execution of comprehensive external communications and community outreach strategies for the San Diego Unified Port District. This role supports the Marketing & Communications department in promoting the Port's vision, mission, values, and goals to various stakeholders and the public. The incumbent develops and maintains positive relationships with community groups, organizations, businesses, and individuals; writes and produces a variety of outreach materials and media content; and performs related duties as assigned. The Principal Outreach Specialist exercises a high degree of administrative discretion in shaping and implementing outreach policies and programs that align with the Port's strategic objectives.

DISTINGUISHING CHARACTERISTICS

The Principal Outreach Specialist reports directly to the Public Information Officer (PIO). This role is characterized by its blend of responsibilities across marketing, public relations, and community engagement, with a primary emphasis on events and outreach. The Principal Outreach Specialist is responsible for fostering positive relationships with both internal and external stakeholders, including community groups, businesses, and individuals.

In addition to developing and implementing outreach campaigns for various District projects and initiatives, the Principal Outreach Specialist also takes on the responsibility of strategic communication. This includes crafting messaging to promote the District's vision, mission, values, and goals to various stakeholders and the public. Despite working under broad direction from the PIO, the role involves a significant degree of autonomy in executing assigned duties. However, it also necessitates collaboration with internal and external stakeholders. A key aspect of this role is the ability to respond to public requests, inquiries, and complaints of a highly sensitive nature, requiring strong problem-solving skills and composure under pressure. Incumbents are responsible for a broad scope of work requiring a great degree of independent judgment and discretion, broad professional knowledge and experience and an ability to effectively and professionally communicate and maintain composure in tense situations.

ESSENTIAL DUTIES AND RESPONSIBILITIES

The following statements are intended to describe the general nature and level of work performed by people assigned to this classification. They are not intended to be an exhaustive list of all responsibilities, duties and skills required of personnel so classified.

1. Developing and executing community outreach campaigns and strategies for various District projects and initiatives.
2. Planning, managing, and coordinating community outreach meetings and events.
3. Strategically communicating information and messaging to the public, key constituencies, as well as to internal customers to promote the District and educate targeted audiences regarding the District's programs, activities, and initiatives.
4. Prepares talking points, briefings, and presentations for commissioners, executives, and subject matter experts.
5. Supervises and participates in the research and preparation of public relations materials, which include brochures, pamphlets, booklets, news releases, and fact sheets.
6. Develops new techniques and methods for the presentation and dissemination of information to the public.
7. Provides functional direction for public relations projects and activities performed by consultants and contractors.
8. Explains department and District policies and activities to the community organizations, and other interested groups.
9. Prepares the department's annual, progress, and special reports for management.
10. Responds to public requests, inquiries, and complaints of a highly sensitive nature.
11. Recommends photographs and images to be used in collateral materials.
12. Develops and executes strategic media outreach and education plans for District initiatives.
13. Receiving and responding to media inquiries about initiatives and projects the District is involved in.

OTHER DUTIES

1. May supervise employees engaged in clerical or public relations activities.

QUALIFICATIONS

Knowledge of:

1. Advanced principles, techniques, and methods suitable for the dissemination of information concerning a local government agency.
2. Specialized techniques applicable to writing for various forms of public communications including speaking points, presentations, social media, website, and press releases.
3. Advanced business communications and correct English usage and Associated Press (AP) style consistency.
4. Research methods and analysis techniques.
5. Principles and practices of basic supervision.

Ability to:

1. Present and moderate information to a wide variety of audiences.
2. Analyze the public response to public relations programs.
3. Speak convincingly in public and before groups of individuals.
4. Deal tactfully and effectively with the public, representatives of the media, and elected officials and employees.
5. Build relationships with diverse local leaders from historically underrepresented communities within stated geographic regions.
6. Build and maintain trust-based relationships with multiple internal and external stakeholders.
7. Plan, assign, direct, and review the work of a group of employees engaged in public relations and clerical activities.
8. Work collaboratively and communicates effectively with internal and external individuals at varying levels of an organization.
9. Work under pressure and perform multiple tasks with accuracy.
10. Works effectively both independently and within a team environment.
11. Maintains a high level of confidentiality and demonstrates professionalism and mature judgement.
12. Write clear and interesting speaking points, presentations, social media, website, and press releases.
13. Maintain records, prepare reports, and handle high-level administrative details and problems.

MINIMUM REQUIREMENTS

Education, Training and Experience:

Bachelor's degree in communications, public relations, marketing, or related field and five years increasingly responsible experience in communications, public relations, marketing, business administration or related field. Time served as a District Intern will count towards the years of experience.

Bilingual Spanish writer and speaker preferred.

Licenses; Certificates; Special Requirements:

A current, valid California Class C driver's license at time of appointment and maintained at all times thereafter in order to operate a vehicle on Port business.

California Department of Motor Vehicle (DMV) pull notice system: An incumbent in this position will be enrolled in the California DMV Pull Notice Program. The pull notice program provides information on the incumbent's driving record and driver license status on a periodic basis to the Port. An employee assigned a Port vehicle must acknowledge receipt and understanding of Port Administrative Procedures covering the use of Port vehicles.

This position may be subject to a pre-employment background check. The Port will conduct a California Department of Justice/FBI fingerprint and criminal history check; felony convictions may be disqualifying. Misdemeanor convictions may be disqualifying depending on type, number, severity, and how recently they occurred. Criminal arrests and convictions during employment may result in termination or limitations in job duties if no reasonable accommodations can be made.

PHYSICAL AND MENTAL DEMANDS

Persons with disabilities may be able to perform the essential duties of this class with reasonable accommodation. Reasonable accommodation will be evaluated on an individual basis and depends, in part, on the specific requirements for the job, the limitations related to disability and the ability of the hiring department to accommodate the limitation.

Resolution #: 2023 - x

Dated: December 5, 2023

San Diego Unified Port District

Class Code: B957-CE23

CLASS SPECIFICATION
Principal, Social Media

FLSA Status: Exempt
EEOC Job Category: Officials and Administrators
Classified: Yes
Union Representation: Unrepresented

GENERAL PURPOSE

Under general supervision, the Principal, Social Media supports the Marketing & Communications department, providing strategic direction, oversight, and execution of the organization's comprehensive social media initiatives. This role involves developing highly creative and engaging content, social media strategy implementation, and staying abreast of emerging digital trends. The Principal, Social Media plays a pivotal role in shaping and maintaining the organization's social media presence, fostering brand growth, and ensuring alignment with broader marketing and communication strategies.

DISTINGUISHING CHARACTERISTICS

The Principal, Social Media will establish and maintain the organization's social media presence by developing creative social media campaigns, crafting highly engaging content, and staying aware of emerging digital trends. Work performed requires the ability to understand and grow social media audiences across all platforms, perform research on current benchmark trends, and create social media campaigns based on specific marketing and communication goals and objectives.

Incumbents possess expertise in content creation and social media strategies and have strong organizational skills and demonstrated ability to deliver content effectively in a fast-paced environment. Incumbents must exercise independent judgement in the performance of their duties. Incumbents can track social media performance, make recommendations based on audience engagement, and have experience with content management programs.

ESSENTIAL DUTIES AND RESPONSIBILITIES

The following statements are intended to describe the general nature and level of work performed by people assigned to this classification. They are not intended to be an exhaustive list of all responsibilities, duties and skills required of personnel so classified.

1. Developing and driving the organization's overarching social media strategy and standard operating procedures.
2. Creating high-quality and engaging content across various platforms, including copywriting, graphics, photography, short-form videos, and live video.
3. Maintaining a social media content calendar aligned with broader marketing and communication strategies.

4. Researching and recommending emerging social media platforms and tools.
5. Monitors performance of the Port's social media platforms, tracking engagement, followers, and other key performance indicators.
6. Manages, tracks, and reports on paid and organic social media campaigns and effectively modifies strategies based on results.
7. Ensuring acceptable performance, navigation, and user accessibility of social media platforms.
8. Collaborating with cross-functional teams for the seamless execution of marketing and communication campaigns.
9. Staying informed about industry trends, news, topics, and influencers.
10. Creates, edits, and publishes content on Port public and internal websites and social media platforms to grow an audience and build brand awareness.
11. Researches and recommends emerging social media platforms and tools.
12. Maintains general knowledge of and latest developments regarding Port activities, initiatives, projects, and issues.
13. Creates, edits, and publishes content on Port public and internal websites and social media platforms to grow an audience and build brand awareness.
14. Collaborates with team members for rapid and seamless execution of marketing and communications campaigns.
15. Contributes creative solutions in a deadline-driven, goal-oriented, multi-functional environment.
16. Monitors Port social media platforms and ensures acceptable performance, navigation, and user accessibility.
17. Works with copywriters and designers to ensure content is informative and appealing.
18. Stays abreast of key industry and market trends, news, topics, and influencers.

OTHER DUTIES

1. Performs special projects as assigned.
2. May supervise employees engaged in clerical or Social Media activities.
3. May assign, direct, review, oversee, and monitor the work of professional and technical staff and consultants.

QUALIFICATIONS

Knowledge of:

1. Developing sophisticated social media strategies for diverse platforms.
2. Social media platforms such as YouTube, Facebook, LinkedIn, Twitter, and Instagram, and content management programs such as Hootsuite.
3. Developing creative content for social media, including videos, photos, copywriting, etc.
4. Best practices for producing, sharing, and managing creative content for internal and external audiences.
5. Google Analytics and other relevant analytical tools.
6. Principles and practices of effective graphic design, writing, photography, video, and marketing and communications.
7. Effective business communications and AP-style writing.
8. Social media audience maintenance and engagement.
9. Marketing campaign lifecycles.

Ability to:

1. Lead and work effectively with cross-functional teams.
2. Build trust and collaborate with internal and external stakeholders.
3. Embody and promote the organization's core values.
4. Maintain brand voice and follow brand guidelines.
5. Plan, organize, and schedule work independently or in a team setting, adapting to changes in workload and deadlines.
6. Interpret and apply policies, procedures, and standards to specific situations.
7. Utilize a wide variety of descriptive data and information for decision-making.

MINIMUM REQUIREMENTS

Education, Training and Experience:

Graduation from a four-year college or university with a Bachelor's degree in communications, public relations, marketing, or related field. Six years increasingly responsible experience in marketing, content creation, and/or social media management, including knowledge of social media platforms and protocols or any combination of education and experience that provides equivalent knowledge, skills, and abilities.

Licenses; Certificates; Special Requirements

A current, valid California Class C driver's license at time of appointment and maintained at all times thereafter in order to operate a vehicle on District business.

California Department of Motor Vehicle (DMV) pull notice system: An incumbent in this position will be enrolled in the California DMV Pull Notice Program. The pull notice program provides information on the incumbent's driving record and driver license status on a periodic basis to the District. An employee assigned a District vehicle must acknowledge receipt and understanding of District Administrative Procedures covering the use of District vehicles.

This position may be subject to a pre-employment background check. The District will conduct a California Department of Justice/FBI fingerprint and criminal history check; felony convictions may be disqualifying. Misdemeanor convictions may be disqualifying depending on type, number, severity, and how recently they occurred. Criminal arrests and convictions during employment may result in termination or limitations in job duties if no reasonable accommodations can be made.

SUPPLEMENTAL INFORMATION

Physical And Mental Demands

Persons with disabilities may be able to perform the essential duties of this class with reasonable accommodation. Reasonable accommodation will be evaluated on an individual basis and depends, in part, on the specific requirements for the job, the limitations related to disability and the ability of the hiring department to accommodate the limitation.

Resolution #: 2023 - x

Dated: December 5, 2023