

Chief Communications Officer



Create, Collaborate,
Lead at VTA

*Where great minds
transform the
Silicon Valley*



Our Community

Santa Clara County, sometimes referred to as “Silicon Valley”, is unique for its innovation, natural attractions, and social diversity. With numerous amenities and perfect weather, it has long been considered one of the best places in the United States to live and work.

The county’s population of 1.9 million is the largest in Northern California and rich in ethnic culture and diversity. Enjoy access and the option to explore our closely neighboring counties of San Francisco and Alameda.

VTA's Role in the Community

Santa Clara Valley Transportation Authority (VTA) is an award-winning, independent special district that provides sustainable, accessible, community-focused transportation options that are innovative, environmentally responsible, and promote the vitality of our region.

VTA provides bus, light rail, paratransit services, and participates as a funding partner in regional rail service including Caltrain, Capital Corridor, and the Altamont Corridor Express.

VTA is a collection of more than 2,000 dedicated employees working together to provide transportation throughout Silicon Valley. Our transit services are much more than simply a ride, they are a means of connection and enrichment that allow us to meet the varied needs of a diverse population. The transit services we offer improve health by connecting our riders to vital health services, advance our community by providing safe passage to school and educational institutions, and increase quality of life with access to recreation and economic opportunities. From highways to bikeways to safer routes to school, the people of VTA work together to ensure Silicon Valley residents and workers have the ability to get where they need to go. VTA has wide-ranging authority, including transit development and operations, congestion management, funding, highway design and construction, real estate and transit-oriented development, and bicycle and pedestrian planning. We are a truly a multi-modal transportation solutions agency.

The Communications Division

The newly created Communications division is responsible for directing internal and external communications, community outreach, and customer-service. The Chief Communications Officer oversees a talented team, spread across the communications, community engagement, customer service, marketing, and creative service departments. Collectively these talented individuals handle customer service, creative services, media relations, social media, public and business relations, transit and capital program outreach and education, promoting transit services and fare media, building corporate and community partnerships, crisis communication, and promoting the VTA brand.



OUR VISION - Our vision is to innovate the way Silicon Valley moves as we create, collaborate, and lead. Our core values are safety, integrity, quality, sustainability, diversity, and accountability.

Ideal Candidate

Santa Clara Valley Transportation Authority (VTA) is seeking an accomplished and dynamic leader to join VTA's executive leadership team as our next Chief Communications Officer (CCO).

The selected candidate will display high integrity, ethics, and outstanding interpersonal skills. The CCO stays abreast of industry best practices and has a demonstrated interest in the field of Public Transit and how it is evolving. The CCO is expected to be customer-service focused, results-oriented, and adept at balancing competing priorities.

Reporting to the General Manager/CEO, the CCO will join a high performing, close-knit executive team and lead 53 dedicated staff members. The successful candidate will have a record of engendering a collegial tone, collaborating across departments, taking an interest in colleague's projects and priorities, serving as a strategic partner and advisor, and accomplishing agency goals. This leader will provide sound advice and accurate information. Being able to contribute to a positive work environment is equally important as possessing strong technical skills.

The CCO will be a strong mentor and lead the customer service team. This professional will ensure that VTA's communications strategies enhance marketing and community outreach efforts. The CCO will possess a solid understanding of VTA's strategy and be adept at navigating the patchwork of partnering agencies and political divisions. As a savvy communicator, the CCO will also create and maintain positive rapport and build effective relationships with internal and external stakeholders. This seasoned professional will also provide counsel to the VTA Board, executives, managers, and staff on appropriate strategies for VTA's communications efforts.

The successful candidate will possess any combination of equivalent experience and education that provides the knowledge and abilities necessary for successful job performance, such as a bachelors degree in a related field and five (5) years of progressively responsible experience in public affairs, marketing, public relations, or advertising. A minimum of three (3) years of supervisory experience is also required. A background in public-transit is preferred but it is not mandatory. An extensive background in customer-focused communications is important to this role. Experience in crisis communications is desired.

Position Highlights

The new Chief Communications Officer can look forward to leading and participating in important and exciting projects, such as:

Supporting VTA's strategic vision by leading portions of the GM/CEO's new VTA Forward plan and change goals.

Contributing to the strategy for transit growth under various bus and/or rail service levels.

Design a suite of internal communications tools to use with a diversified workforce.

Develop Communications and Marketing Plans and contribute to a Crisis communication plan.

Implementing changes from the VTA's Culture and Climate Assessment to further improve morale.

Elevating VTA's efforts to evolve into a more diverse, inclusive, and equitable corporate citizen and employer.



Compensation & Benefits

Compensation

The salary range for this position is \$200,389.83 - \$274,108.47. Placement within the range will be DOQ.

Benefits

Santa Clara VTA offers a comprehensive and generous benefits package that includes but is not limited to:

Medical - VTA pays up to the Kaiser Bay Area family rate for employees. Employees pay the excess above the Kaiser Bay Area family rate if a different medical plan is selected.

Dental - The premium for family coverage for each of the two plans is fully paid by VTA

Vision - The premium for family coverage is fully paid by VTA.

Deferred Compensation Plans 457 & 401(a) - Executive Management may set aside up to the maximum allowed by law on a tax-deferred basis in a 457 Plan. They may also choose to participate in a supplemental 401(a) tax-deferred retirement plan.

Retirement – California Public Employees' Retirement System (CalPERS) pension plan.

CalPERS classic members benefit formula 2% at 55. Classic members hired before 1/9/12 pay 6% required employee contribution. Classic Members hired after 1/9/12 pay 7% required employee contribution. New CalPERS members (PEPRA) benefit formula 2% at 62. New CalPERS members (PEPRA) pay 7.25% required employee contribution.

Retirement Medical - Executive Management are eligible for retiree medical coverage if they have five years of PERS service time, qualify for a PERS pension, and retire within 120 days of separation from VTA.

Social Security - VTA contributes the required employer contribution on behalf of all employees. The employees also make their required contributions.

Life Insurance - VTA will provide \$100,000 in term life insurance and \$100,000 in AD&D insurance.

Relocation Assistance – A specifically tailored relocation package is available.

Application

The closing date for this recruitment is midnight, Sunday, July 9th, 2023.

To be considered for this opportunity, upload a compelling cover letter, resume, and a list of six (6) professional references to:

Sonya Morrison, Chief People Officer
Sonya.Morrison@vta.org
(408) 582-4105

Selection Process

Following the closing date, applicants with the most relevant qualifications will be granted preliminary interviews. Candidates deemed to be the most qualified will be scheduled for interviews around early-August, 2023. VTA anticipates making an appointment shortly thereafter, following the completion of negotiations and extensive background and reference checks. Please note that references will not be contacted until mutual interest has been established.

Additional Benefits

31 Days of Scheduled time off.

8 Days of Sick Leave, per fiscal year with unlimited accumulation.

Potential for Hybrid Work Schedule

12 paid, observed holidays per year and one floating holiday after the first year of employment.

Annual leave "cash-out" program.

Commuter Tax Benefit Plan.

Complimentary Transit Passes for you and your family.

Tuition Reimbursement, Professional Development, and Wellness Programs