



Position Details

Classification: CEA

Office/Branch: External Affairs and
Communications/Northern California
Region

Working Title: Northern California Deputy
Regional Director

Location: San Jose

Position Number: 311-710-7500-001

HR Approval Date/Initials:
10/28/2025 SMS

**CBID/Bargaining
Unit:** M01

**Work Week
Group:** E

Tenure:
CEA

Time Base:
Full-Time

Job Description Summary

Under the general direction of the California High-Speed Rail Authority's (Authority) Chief of State and Regional Communications and in conjunction with the Chief of External Affairs and Communications, the Northern California Deputy Regional Director (Deputy Director) holds a decisive role in developing and administering key regional policy directives with the authority required to provide management and focused oversight and implementation of a statewide comprehensive outreach and communications plan for the assigned regional communities. The incumbent is responsible for administrative policy directives required to prepare and execute regional community outreach and communication programs consistent with the ongoing construction work, station planning, facilities development, environmental planning, and other outreach policy plans in order to support delivery of the high-speed rail project in the Northern California region. The incumbent will work with the External Affairs and Communications leadership, including the Chief of External Affairs and Communications, the Deputy Directors of External Affairs and Communications and Public Relations to establish executive level coordination with identified key Regional stakeholders, including elected officials, city and county staffs, transit partners, the media and members of the public to ensure successful delivery of the high-speed rail project in the Northern California region. The incumbent will provide policy direction in the development of the Regional strategy and plan to promote project awareness, oversee and manage stakeholder and community outreach, in coordination with the Authority's policies and procedures, to inform the public of the activities and objectives of the Authority.

Duties

Percentage
Essential (E)/Marginal (M)

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- 30% (E)
- Supports the Chief in conducting the activities required to support the implementation of the Authority's high-speed rail project consistent with statewide policies, strategies, and objectives within the Region.
 - Develops Regional strategies and plans to promote project awareness and stakeholder and community outreach and engagement. Provides policy guidance and direction regarding outreach strategies and policies to ensure adherence to Authority policies and procedures.
 - Manages Regional stakeholder and community outreach coordination within the Authority's policies and procedures, with a focus on the Authority's bookend projects in the Bay Area.
 - Provides administrative policy directives and manages numerous Authority partnership agreements and negotiations with regional stakeholders (e.g., local agencies, vendors) in the Northern California region.
 - Informs the public of the program and project goals and objectives of the Authority as it carries out its mission of constructing the first high-speed rail system in California.
 - Develops and maintains relationships with Regional business and property owners; Regional agencies, community organizations, media organizations, and educational institutions; and represent the Authority among the community at-large and with civic, educational, and community-based Regional policies in the Northern California region.
 - Represents the Authority at events, meetings and other public-facing opportunities in local partnerships along the high- speed rail alignment in the Northern California region associated with future construction activities.

- 30% (E)
- Oversees the Stakeholder Management and Communications and Administration branches of the Northern California Regional Office.
 - Develops, approves, and maintains policies for a Regional Outreach and Communications Plan to raise awareness, interest, involvement, and support for the high- speed rail project throughout the project development phases associated with the Northern California sections of the high-speed rail system.
 - Meets with local and state agencies, property owners, local businesses, community organizations, planning

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organizations, stakeholders, and the public to resolve issues and communicate project objectives to deliver the project on scope, schedule, and budget.

- Coordinates, consults with and supports subject matter experts in the Authority's Statewide Regional Office and Planning and Engineering Office when meeting with stakeholders, elected officials and other interested parties.
 - Develops, implements, updates, and maintains policies and procedures to ensure timely and accurate information on project status and the execution of the Outreach Plans and Communications Plans are communicated to the Chief of External Affairs and Communications.
 - Ensures contacts identified for the Region are added, updated and maintained in the Authority's stakeholder data management tool.
- 25% (E)
- Maintains awareness of and relationships with local and regional media and directs media events.
 - Develops, implements, and maintains procedures to provide timely and accurate information regarding project status to the Chief and the Authority executive management team.
 - Identifies community issues which may impact or affect the development and construction of the high-speed rail project.
 - Coordinates with the Chief to develop regular and direct communication with the Authority executive management regarding regional and community issues which may impact or affect the development and construction of the high-speed rail project.
 - Maintains open communication on program and project goals and accomplishments to the Chief.
- 15% (E)
- Provides leadership and management to the Authority consultants to develop and implement region-based programs that articulate the role of the high-speed rail project in the community and ensures timely delivery of high-quality work product related to these efforts.
 - Reviews contracts for outreach and public relations consultants in the Northern California region.
 - Assists with the project development and construction teams in managing and coordinating project activities.
 - Assists in identifying and authority to resolve project conflicts/issues in a timely manner and elevating them if unable to resolve directly.

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- Ensures that all reasonable alternatives are explored before requesting changes.
- Ensures consistency and coordination of these activities with statewide strategies and procedures and assists the project teams in managing and coordinating related project activities with other branches of the Authority.

Special Requirements

The checked boxes below indicate any additional requirements of this position.

License Required Yes ☐ No ☒	Conflict of Interest (COI) Yes ☒ No ☐	Bilingual Required Yes ☐ No ☒	Contract Manager Yes ☒ No ☐	Medical Required Yes ☐ No ☒
Type:		Language:		

Other Special Requirements Information:

Conflict of Interest: This position is designated under the Conflict-of-Interest Code. The position is responsible for making, or participating in the making, of governmental decisions that may potentially have a material effect on personal financial interests. The appointee is required to complete form 700 within 30 days of appointment. Failure to comply with the Conflict-of-Interest Code requirements may result in disciplinary action.

Contract Manager: Provides strong oversight of subordinate contract managers, holding them accountable for ensuring that assigned contracts and agreements are administered and managed in accordance with the applicable policies and procedures of the Authority, the State Contracting Manual (SCM) and the California Government Code (GC).

Knowledge and Abilities

Knowledge of: Authority organization, transportation program development best practices policies and procedures, and statewide and program policy considerations related to large, controversial projects. Best practices in written and oral communications in a public setting. Possess strong analytical and decision-making processes and procedures. Organizational strategies and management approaches that lead to the successful completion of various activities with different deadlines on time, and on budget. Factors which influence the impact of transportation facilities on the environment, the community, and the economy; principles and techniques of personnel management and supervision; Department's affirmative action and labor relations objectives; a manager's role in safety, health, affirmative action and labor relations and the processes available to meet these program objectives.

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Ability to: Communicate effectively and regularly with executive level staff within and outside of the agency to present policy level approaches and recommendations to successfully manage issues of concern in the region. Also communicate with a diverse range of stakeholders about the Authority's policies, monitor and report stakeholder issues and make policy recommendations on strategies to address these issues to the Northern California Regional Director, judge work quality and performance; prepare technical correspondence and complete, comprehensive reports; prepare articles for publication; address an audience effectively; analyze situations accurately and adopt an effective course of action; manage meetings with project stakeholders and federal, state and local elected officials.

Desirable Qualifications

- Knowledge of the Authority's organization, policies, project management concepts, and financial constraints.
- Excellent writing and presentation skills.
- The ability to logically organize and present information, identify problems and formulate recommended actions. The ability to perceive political and policy implications of actions that the Authority is considering is desired.
- Strong oral and written communication skills.
- Experience in the management and oversight of large transportation projects.

Supervision Exercised Over Others

The incumbent directly supervises Staff Services Managers, Information Officers, and Associated Governmental Program Analysts.

Public and Internal Contacts

The incumbent must effectively interact with Region, and Headquarters functional units, local and regional agencies, other State and Federal agencies, the media, and the general public. The incumbent will also represent the Authority at public hearings and other forums. Must handle all situations and communications tactfully and respectfully to support the Authority's mission.

Consequence of Error and Responsibility for Decisions

Failure to effectively perform this role may result in project delays and/or cancellation of the Central Valley regional high-speed rail infrastructure project. There is high level of consequence because the decisions made, and actions taken, are sensitive and potentially controversial because the CEA makes decisions that impact local agencies, cities, counties, water districts and a variety of other stakeholders. Errors in judgment or failure to carry out the responsibilities of this position could place the Authority in violation of state and federal requirements. The incumbent must be able to exercise good judgment to fulfill their comprehensive responsibilities. Inadequacies in

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recommendations and decisions could result in inadequate program development, insufficient policies and procedures, negative audit findings, or incurrence of penalties and fines, any of which could negatively impact the Authority.

Physical and Environmental Demands

While working on site, the incumbent works in a professional office environment, in a climate-controlled cubicle which may fluctuate in temperature and is under artificial light. Incumbent will be required to use a computer, mouse, and video display terminal and will be required to sit for long periods of time at a computer screen. Employee must be able to focus for long periods of time, multi-task, adapt to changes in priorities and complete tasks or projects with short notice. Employee must develop and maintain cooperative working relationships and display professionalism and respect for others in all contact opportunities.

Working Conditions and Requirements

- a. Schedule: Flexible schedules may be available for this position. Specific schedules will be set between the supervisor and the employee.
- b. Telework: This position works primarily in the office, but limited telework may be available for California residents.
- c. Travel: Travel may be required for this position.
- d. Other: NA

Acknowledgement and Signatures

I have read and understand the duties listed above and can perform them with/without reasonable accommodation. (If you believe you may require reasonable accommodation, please discuss this with the hiring supervisor. If you are unsure whether you require reasonable accommodation, inform the hiring supervisor who will discuss your concerns with the Reasonable Accommodation Coordinator.)

Employee Printed Name:	Signature:	Date:
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I have discussed the duties with and provided a copy of this duty statement to the employee named above.

Supervisor Printed Name:	Signature:	Date:
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