



06/26/08

TRAFFIC MANAGER, 0803

Summary of Duties: A Traffic Manager plans, organizes and directs a critical function in support of the Harbor Department's mission to enhance commerce, navigation, fisheries, and recreation opportunities at the Port of Los Angeles in accord with the State of California Tidelands Trust Act; applies sound management principles and techniques in building and maintaining an effective workforce; fulfills equal employment opportunity responsibilities; and does other related work.

Distinguishing Features: A Traffic Manager directs subordinate staff at the Port of Los Angeles engaged in working on a function critical to the operation of the Port of Los Angeles and exercises considerable independent judgment in planning and developing both short and long term projects. As a key member of the Port's management team, a Traffic Manager advises on a range of policy issues critical to the Port of Los Angeles and frequently represents Port/Harbor Department management in presenting such issues to the Board of Harbor Commissioners, the City Administrative Officer, the City Council, and other government and elected officials.

A Traffic Manager is responsible for initiating, developing, and implementing policy and programs designed to maximize the use of port facilities by customers; enhancing the revenue generating capabilities of those facilities, and ensuring the smooth functioning of the Port. Direction is received in terms of general goals and objectives and performance is evaluated based on results achieved.

Examples of Duties:

- Plans, organizes and directs activities of the Port of Los Angeles through subordinate managers that enhance commerce, navigation, fisheries, and recreation opportunities at the Port of Los Angeles in accord with the State of California Tidelands Trust Act;
- Directs the acquisition of property and the development of property acquired;
- Oversees the promotion of Port properties for maritime, industrial, commercial, and economic development both within the Port boundaries and the surrounding communities;
- Directs foreign and domestic trade solicitation;
- Negotiates revenue generating agreements with terminal developers and operators;
- Administers and enforces commercial and industrial leases and pricing and tariff administration;
- Develops and maintains a long-range Port Master Plan;
- Oversees the construction, maintenance, preventive maintenance, and repair of harbor and marine structures including wharves, lighting systems, landscaping, buildings, storm drains, and streets to ensure the efficient functioning of the Port;
- Plans and manages the development, maintenance, and upgrade of information technology systems and applications critical to the Port operations and revenue generation;
- Deals with regulatory and permitting agencies both inside and outside of the City of Los Angeles to promote the Port and its critical role in the City, regional, and national economy;

- Conducts economic studies of shipping trends and cargo movements;
- Develops and recommends a land acquisition program;
- Develops a marketing plan for Port facilities (existing and proposed);
- Represents the Port in dealing with potential and current customers, City, State, and Federal elected officials, other government officials and regulatory agencies, labor organizations, and community representatives; and
- Develops and maintains an international marketing network.

Qualifications:**Knowledge of:**

- Revenue generating activities of a major seaport including property management and marketing activities;
- The steamship industry and the factors that determine the selection of port facilities;
- Revenue generating potential of a seaport's maritime facilities, industrial and commercial property;
- Economic studies of shipping trends and cargo movements;
- Information systems applications used in a major seaport for tracking and recording revenue, expenditures, facilities usage and maintenance, personnel control, and payroll;
- Environmental laws and regulations applicable to marine environments;
- Public management, budgeting, fiscal management and organization, and personnel administration policies, practices and procedures;
- The laws and regulations related to equal employment opportunity;
- Sound supervisory principles and management practices including planning, delegating, and controlling the work of subordinates;
- Techniques for counseling, disciplining, and motivating subordinate personnel;
- Effective safety principles and practices;
- Memoranda of understanding as they relate to subordinate personnel;
- City personnel rules, policies and procedures.

Ability to:

- Successfully manage activities critical to Port operations through subordinate managers and employees that enhance commerce, navigation, fisheries, and recreation opportunities at the Port of Los Angeles in accord with the State of California Tidelands Trust Act;
- Develop and implement policies and programs designed to maximize the use of port facilities and property by customers and to enhance the revenue generating capabilities of facilities and property;
- Successfully conduct high level negotiations resulting in multi-year, multi-million dollar agreements with shipping companies, terminal operators and others;
- Deal tactfully and effectively with a wide variety of individuals, including business officials, foreign dignitaries, other City departmental managers, elected officials, the Board of Harbor Commissioners and others;
- Prepare and direct the preparation of clear, concise and comprehensive oral and written reports.

Requirements: Two years of full-time paid experience in a management level position for a major seaport, steamship company, marine terminal operator, or common carrier.

Physical Requirements: Persons in these classes must be able to lift at least five pounds and sometimes over fifteen pounds. Some positions require frequent or extended standing or frequent bending, stooping, and reaching.

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 depend, in part, on the specific requirements for the job, the limitations related to the disability, and the ability of the hiring department to reasonably accommodate the limitations.

As provided in Civil Service Commission Rule 2.5 and Section 4.55 of the Administrative Code, this specification is descriptive, explanatory and not restrictive. It is not intended to declare what all of the duties, responsibilities, and required qualifications of any position shall be.