



JOB TITLE:	DIGITAL COMMUNICATION PROGRAMS MANAGER	DIVISION:	DISTRICT – MARKETING AND COMMUNICATIONS
REPORTS TO:	DIRECTOR OF MARKETING AND COMMUNICATIONS	EEO CATEGORY:	02 - PROFESSIONAL
FLSA:	EXEMPT	SAFETY-SENSITIVE:	NO
CLASSIFICATION:	NON-REPRESENTED	LOCATION:	SAN RAFAEL

Class specifications are intended to present a descriptive list of the range of duties performed by employees in the class. Specifications are not intended to reflect all duties performed within the job.

Position Summary

Under the general direction of the Marketing and Communications Director, the Digital Communications Programs Manager is responsible for the strategic design, implementation and management of a range of on-line and off-line comprehensive public information and community outreach programs. This position manages these programs to effectively provide clear, concise, accurate, and consistent information on a wide range of Golden Gate Bridge, Highway and Transportation District activities and services to a wide range of stakeholders, including the general public, customers, and District staff. This position will manage all of the various electronic communications platforms utilized by the District. Some of these systems include but are not limited to the following: websites, social media platforms, electronic information signs, IVR phone information system, text alert systems, trip planners based on real-time transit data, and e-mail campaigns.

Essential Responsibilities

- Creates, implements and manages electronic and traditional communications programs
- Independently manages the District's internal and external websites including, overseeing design of site, content creation, posting of information and content, analyzing metrics and administering users
- Responsible for the maintenance and oversight of the District's targeted email databases
- Develops and implements social media strategy to improve customer service, build relationships with customers and industry partners, and increase brand awareness
- Maintains social media platforms and content calendars with support from various internal departments and staff
- Develops and maintains online content that attracts attention, generates interest, and is easily shared with social networks
- Develops and implements email campaigns
- Manages all digital communication platform including Transit app, IVR, Scale screens, etc.
- Prepares and edits written materials for a wide range of audiences on a variety of topics relative to District activities, and services including, newsletters, brochures, customer notices, web site postings, booklets, signs, email-based customer announcements, and informational posters



- Researches, organizes, and interprets complex information from various District departments on a wide range of policy, planning, and operations related subjects. Taking that information, be able to translate it into effective communications for various stakeholders in appropriate formats
- Implements innovative approaches while developing communication outreach programs to meet District goals and objectives
- Responds to daily public information requests via the telephone, Internet, and in writing
- Plans, organizes, and participates in various District-related programs, presentations or events
- Identifies target audiences for specific outreach efforts
- Coordinates closely with District staff across the entire organization
- Performs other duties as assigned
- Know and follows the safety and health rules and safe working practices applicable to the job
- Regular and reliable attendance and performance are required

Required Knowledge, Skills and Abilities

Working knowledge of:

- Content management systems and website management. Experience with the iDey platform preferred.
- Principles and practices of print and electronic media, including digital imaging
- Digital and social media technology, and channels and how to best leverage for marketing programs as part of an overall social business strategy
- Current trends in digital media/social media
- Management of a variety of digital communication platforms (IVRs, apps, electronic, screens, etc.)
- Principles and practices of public and community relations
- Principles and practices of research
- Principles and practices of presentation preparation, delivery strategies, and techniques
- Theories and applications of graphic design, print processes, and layout techniques
- MS Office and other related computer programs required of the position

Ability to:

- Complete assignments with a high degree of independence and initiative demonstrating sound judgment
- Demonstrate excellent verbal and written communication skills
- Researching, compiling, and summarizing a variety of complex and technical reports and informational materials needed to develop clear and concise, newsletters, staff reports, targeted brochures, letters, and various other forms of written materials
- Composing and editing clear, complete, and accurate informational, technical, and educational materials for the public, and other targeted stakeholders
- Establish and maintain effective working relationships with all personnel contacted in the course of work performed
- Develop, track, and prioritize schedule for development and implementation of multiple concurrent tasks with exacting deadlines
- Demonstrate strong organizational and time management skills



- Learn quickly
- Track exacting and numerous details while keeping focused on the big picture
- Demonstrate flexibility to handle shifting deadlines and priorities
- Follow the safety and health rules and safe working practices applicable to the job

Minimum Qualifications

EDUCATION AND EXPERIENCE REQUIREMENTS:

College level training and experience equivalent to:

- Four-year college degree with major course work completed in communications, journalism, english, marketing, business or a related field. Additional qualifying experience may be substituted for the education requirement on a year-for-year basis. Applicants must submit evidence of a degree or a written statement supporting qualifying experience in lieu of degree
- Experience will include a minimum of five years of recent position-related experience in marketing, written communications, website management, and digital communication technologies.
- A minimum of five years' experience using personal computers and software programs with advanced skills in Microsoft Office applications, Microsoft Access, Power Point, and Excel.
- A minimum of two years' experience using social media platforms and other electronic communications platforms.

Physical Requirement:

Mobility to work in a typical office setting. Ability to communicate in person and over the telephone. Ability to read printed materials and a computer screen. Routine use of computer, telephone and other office equipment. Ability to travel to District facilities.