

JOB TITLE:	<b>DIRECTOR OF MARKETING AND COMMUNICATIONS</b>	DIVISION:	<b>DISTRICT – MARKETING AND COMMUNICATIONS</b>
REPORTS TO:	<b>DEPUTY GEN MANAGER - ADMINISTRATION AND DEVELOPMENT</b>	EEO CATEGORY:	<b>O1 - EXECUTIVE</b>
FLSA:	<b>EXEMPT</b>	SAFETY-SENSITIVE:	<b>NO</b>
CLASSIFICATION:	<b>NON-REPRESENTED</b>	LOCATION:	<b>SAN RAFAEL</b>

*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

The Director of Marketing and Communications exercises the maximum degree of initiative and judgment subject to Deputy General Manager, Administration and Development approval within the limits of law and Board policy. The Director plans, develops, interprets, and implements all activities of the Marketing and Communications department, including public affairs, customer service and graphics. Consults and assists all division managers in marketing and communication activities and related work as required. This classification's emphasis is on directing advertising, developing and carrying out market research projects to ascertain public opinion and developing effective customer outreach programs based on; response and needs relating to District services and activities. This position generates revenue through transit and other advertising programs.

### Essential Responsibilities

- Prepares and administers annual Marketing and Communications plan and operating budget
- Plans, creates and execute marketing and/or communication programs
- Works closely with the District's Planning department to coordinate market research activities and marketing for new transit routes and Golden Gate Bridge projects
- Develops and implements comprehensive public information, media relations and communication campaigns, materials/publications, and community outreach programs.
- Plans and implements special promotions and events designed to increase patronage on District Bus and Ferry systems
- Responsible for the sale of transit advertising space on Golden Gate Transit buses, discount ticket books, printed customers materials, including preparation of contracts and advertising rates. Administers contracts with outside vendors for certain advertising venues
- Develops surveys to target audience; reviews market research data to identify the District's market and to determine marketing trend for the development of plans and activities
- Supervision of Marketing and Communication staff, including customer service and graphics personnel
- Develop budget and media plan (print, radio and television) and advertising themes for campaigns to ensure cost effective use of resources

- Negotiate with media representatives for cost effective media buys
- Confers with outside agencies to coordinate regional transportation marketing activities
- Represents the District on various selected committees within the Bay Area
- Directs marketing, advertisements, promotions and community outreach with the District's division Managers
- Develops effective community outreach programs to convey changes to District services and activities, including development of outreach plan, translating complex information into a customer-friendly format, coordinating staffing needs and hosting outreach events. Program includes ensuring sufficient bilingual outreach on District service changes and activities
- Develop and oversee customer service unit and programs to monitor customer needs and complaints
- Responsible for preparation and editing of written materials for a wide range of audiences on a variety of topics relative to District activities and services including transit guides, maps, pamphlets, newsletters, brochures, customer notices, web site postings, booklets, video scripts, public service announcements, signs, email-based customer announcements, and informational posters
- Responsible for all aspects of the District's website, including integration with partner agency sites (such as FasTrak and Conservancy sites)
- Oversees production of all transit materials and customer communication materials and mediums (e.g., transit guide and maps, ferry schedules, customer newsletters, posters, notices to customers, customer signage and other materials, real-time data, social media engagement, as needed)
- Responsible for District's transit signage program, including design, development, installation and maintenance of signage program
- Researches and develops programs to increase revenue for the District
- Conducts research and preparation of reports for various committees of the Board of Directors
- Responsible for management of District's transit ticket book program, including school-based programs.
- Ensures that employees under his or her supervision follow established safe work practices and follow all safety rules
- Regular and reliable attendance and performance are required

## Required Knowledge, Skills and Abilities

### Working knowledge of:

- Modern marketing principles and practices, including market research and statistics, audio and visual advertisement, design and placement and media buying
- Operation and marketing of mass transit
- Modern administrative and supervisory principles 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:**

- Use correct English, grammar, spelling and punctuation
- Create and implement effective District marketing plans, including social media components
- Present a professional image
- Develop and maintain effective, cooperative, professional relationships with all encountered during the course of work
- Demonstrate business acumen, integrity, and good judgment
- Communicate effectively, both orally and in writing
- Develop effective working relationships with District staff, private and public industry and community groups
- Research, develop and analyze market information
- Work with advertising agencies to produce advertising campaigns, negotiate advertising rates with print and electronic media
- Plan and implement special events to promote District ridership on Bus and Ferry systems
- Plan, organize and work under pressure to meet critical deadlines
- Use personal computers in the course of work and applicable software
- Learn District's operating policies and procedures quickly

## **Minimum Qualifications**

### **Education and/or Experience:**

#### **A combination of college level training and position related experience equivalent to:**

- Requires a 4-year college degree with major course work in Marketing, Advertising, Business, Communications or a closely related field. The education requirement may be substituted by additional experience on a year-for-year basis and a written statement detailing the qualifying experience must accompany the application
- Requires 5-years' of progressive position related full time experience in marketing or communications
- Management responsibility for a comprehensive marketing and/or communication program is highly desirable
- Proficient using a personal computer and software (Word, Excel, Access, PowerPoint and graphics software knowledge desirable)

### **Required License:**

Must possess and maintain a current, valid California Driver's License and a satisfactory driving record.

Operates District Vehicles on a regular basis.

### **Hours:**

- Must be available to attend promotions at times on evenings and weekends



**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.