POSITION: MARKETING & COMMUNICATIONS SPECIALIST (PS101561)

LOCATION: San Rafael, CA

SALARY RANGE: $41.42 - $50.06 per hour plus benefits (40-hour work week)
Employee pays 7% of salary/wage toward CalPERS retirement plan

OPENINGS: 1 Vacancy and to Create an Eligibility List

OPEN TO: All Eligible Applicants

DATE POSTED: August 31, 2021

CLOSING DATE: September 14, 2021

Position Summary
Under the general direction of the Director of Marketing and Communications, develops and implements comprehensive public information, materials/publications, and community outreach programs. The Marketing and Communications Specialist assists in managing 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.

Essential Responsibilities
- Prepare and edit written materials for a wide range of audiences on a variety of topics relative to District activities, and services including, transit guides, newsletters, brochures, customer notices, web site postings, booklets, signs, email-based customer announcements, and informational posters
- Assist with developing and managing marketing campaigns including making media buys
- Research, organize, and interpret 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
- Implement innovative approaches while developing communication outreach programs to meet District goals and objectives
- Manage the District’s employer outreach program to increase commute ridership on the District’s transit system
- Assist in maintaining the District’s website including, posting of information and content, as needed
- Respond to daily public information requests via the telephone, Internet, and in writing
- Plan, organize, and participate in various District-related programs, presentations or events.
- Identify target audiences for specific outreach efforts
- Coordinate 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:**
- Principles and practices of public and community relations
- Principles and practices of marketing and research
- Principles and practices of print and electronic media, including digital imaging and website navigation
- Principles and practices of presentation preparation, delivery strategies, and techniques
- Theories and applications of graphic design and print processes
- MS Office and other related computer programs required of the position
- 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

**Ability to:**
- Complete assignments with a high degree of independence and initiative demonstrating sound judgment
- Communicate effectively, orally and in writing, to a wide range of stakeholders
- Compose and edit 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
- Use strong organizational and time management skills
- Learn quickly
- Track exacting and numerous details while keeping focused on the big picture
- Handle shifting deadlines and priorities
- Excellent verbal and written communication skills

MINIMUM QUALIFICATIONS

**Education and/or Experience:**

A combination of college level training and position related 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 two years of recent position-related experience in marketing, written communications, editing, or publishing field
- A minimum of two years’ experience using personal computers and software programs with advanced skills in Microsoft Office applications, Microsoft Access, Power Point, Word and Excel.
- Experience with website content management systems and social media highly desired
Required License:
• Must possess and maintain a current, valid California driver’s license and satisfactory driving record. May operate District vehicles.

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.
APPLICATION PROCEDURE:

FAILURE TO MEET ANY OF THE REQUIREMENTS STATED MAY RESULT IN REJECTION OF YOUR APPLICATION

TO APPLY: www.goldengate.org/jobs

Applicants must apply online by the deadline date. Applications received after the deadline will not be considered.

The District’s Human Resources Kiosk is available for filling out and submitting your online application and employment documents. The HR kiosk is located at the San Rafael Office. For directions and general information, visit our website www.goldengate.org.

All notices related to District recruitments for which you apply will be sent via email. Please ensure the email address you provide on your application is correct, and add ‘@goldengate.org’ as an accepted address to any email blocking or spam-filtering program you may use to ensure receipt of notification from the District regarding your recruitment application. The District is not responsible for notices that are not read, received, or accessed by any applicant for any District recruitment.

THE FOLLOWING DOCUMENT(S) MUST BE SUBMITTED AT TIME OF APPLICATION:

1. Employment Application
2. Cover Letter demonstrating applicable work experience
3. Resume demonstrating applicable work experience
4. Writing Samples – Two (2) different types of public relations-related writing samples (original work)
5. Evidence of a 4-year college degree or a written statement detailing additional experience in lieu of the education requirement

THE SELECTION PROCESS FOR THIS POSITION may include:

- Education, Training and Experience Assessment
- Skills Testing
- Oral Panel Interview
- Department interview for final candidates
- Background, Employment and Security Investigation

(*) The District will invite only those candidates whose qualifications most closely match the position requirements to continue in the selection process.
It is the policy of the Golden Gate Bridge Highway and Transportation District to take all personnel actions on the basis of merit and other job-related factors, without regard to race, color, national origin, religion, sex (including pregnancy, childbirth, and related medical conditions), disability: physical or mental, age (40 and older), genetic information, marital status, sexual orientation and identity, medical condition, political affiliation or military status.

Applicants with Disabilities: The Human Resources Department will make reasonable efforts to accommodate applicants with disabilities to complete the Employment Application and in any job-related examination process. If you have special needs, please call (415) 257-4535 (Human Resources).