



Marketing & Communications Director

| Class Code | FLSA Status | EEO Category | Represented Status | Salary Grade | Effective Date | Resolution |
|------------|-------------|---|--------------------|--------------|----------------|------------|
| 634 | Exempt | Executive/Senior Level Officials & Mgrs | Unrepresented | 13 | REV 9-13 | 1117 |

DEFINITION: Under policy direction; directs, plans, organizes and coordinates the activities of the Marketing and Communications Department; and provides agency-wide consultation and technical direction in areas such as marketing, communications, and public affairs and information.

REPRESENTATIVE FUNCTIONS include, but are not limited to:

- Directs the development and implementation of agency-wide marketing and public information programs designed to communicate the District's services, expand ridership, and create and maintain a favorable understanding of public transportation, and community-wide awareness of transit issues.
- Develops and/or oversees the development of complex written reports, printed materials, and multi-media presentations intended to market and promote the services of the District;
- Consults with, and makes oral reports and presentations on transit related issues to District staff and external groups including local and regional agencies, business groups, and community organizations; to inform them of District plans and programs, and to obtain their perspectives on the impact that District activities on their constituencies.
- Provides technical direction to managerial, professional, and technical staff carrying out marketing, and communications functions.
- Participates in the selection of staff, provides or coordinates staff training, works with employees to correct deficiencies, implements discipline procedures, and recommends employee terminations.
- Develops, prepares, and administers the budget of the Marketing and Communications Department.
- Makes presentations to the Board of Directors, and Executive staff.
- Performs related duties as required.



Marketing & Communications Director

MINIMUM QUALIFICATIONS:

Knowledge of: Principles, policies, and practices of marketing, public affairs, and public policy development and implementation; budget development and administration; principles of supervision, training, employee and organizational development, leadership, team building, motivation and conflict resolution; effective marketing, communication, and presentation techniques; business report writing; pertinent local, state and federal laws, rules and regulations; current office systems; marketing and communications software; and current software for word processing, spreadsheets, and presentation, at the advanced level of proficiency.

Ability To: Direct the work of managerial, professional, technical and clerical staff performing a variety of marketing and communications functions; effectively train and evaluate staff; prepare and administer a department budget; effectively manage the activities of advertising and marketing services; apply collaborative work strategies and gain the cooperation of members of the public and employees at all levels of the organization; analyze issues and develop alternative solutions; prepare, analyze, and evaluate comprehensive marketing programs, communications approaches, and written reports with recommendations; write effective marketing materials; make effective oral and multi-media presentations to a variety of audiences; meet multiple deadlines; and establish and maintain positive working relationships with those encountered in the course of work using principles of excellent customer service.

Education/Training: Equivalent to a Bachelor's Degree from an accredited four-year college or university in, marketing, public relations, communications, or a closely related field.

Experience: Seven (7) years of increasingly responsible experience in marketing and communications services that included four (4) years of experience supervising professional staff in a major marketing or communications functional area such as marketing, advertising, public relations, or public information.

Physical Requirements: Must maintain the physical condition necessary to perform tasks in an office setting operating a personal computer, keyboards, and other peripheral equipment.

Special Requirements: Must be able to travel in order to attend community and governmental meetings, during and outside regular business hours.