



Marketing and Community Relations Manager

Class Code	FLSA Status	EEO Category	Represented Status	Salary Grade	Effective Date	Resolution #	Pages
633	Exempt	2-Professionals	AFSCME	10	10/11/01	2026	1 of 2

DEFINITION: Under general supervision, plans, organizes, and manages the activities of the Marketing and Community Relations unit performing community/public affairs related work, including marketing and public awareness campaigns, public information displays and publications, and community outreach.

DISTINGUISHING CHARACTERISTICS: The incumbent in this classification has management responsibility for a unit within the Marketing and Communications Department, including the supervision of staff engaged in the development of marketing and community outreach efforts and campaigns.

EXAMPLES OF DUTIES/FUNCTIONS: Duties/functions may include, but are not limited to, the following:

- Plans, organizes, and directs the design, content, and implementation of marketing and public awareness campaigns, public information displays and publications, and community outreach efforts.
- Manages assigned staff by planning and assigning work, providing training and professional development, offering creative and technical direction, monitoring work flow, establishing performance standards, and evaluating performance.
- Develops creative concepts, design, and copy for publications and point-of-travel information, and supervises the design, writing, and editing work of assigned staff.
- Supervises the activities of staff engaged in the design, marketing, implementation, and distribution of fare instruments such as pre-paid passes and tickets.
- Represents the Marketing and Communications Department by serving on inter-departmental committees concerned with the development and implementation of new or improved services, programs, and policies.
- Represents the District by appearing and making presentations before governmental agencies, community and advisory groups, and other public and special interest organizations.
- Directs the collection and analysis of data regarding rider usage and the efficacy of public information projects and displays, and prepares periodic and ad-hoc reports.
- Develops the budget for the Marketing and Community Relations unit, and monitors and controls expenditures.
- Collaborates with the Grants Department to identify new sources of funding, seek grant funding, and prepare grant proposals and related documentation.
- Collaborates with the Purchasing Department to develop Requests for Proposal for marketing, public information, and community-relations efforts.
- Makes presentations to the Board of Directors.



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- Maintains contact with, and accessibility to representatives of governmental agencies, and public and private community and special interest groups.
- Performs related duties as required.

MINIMUM QUALIFICATIONS:

Knowledge Of: Graphics-design and writing formats and techniques; the publication process including the steps involved in editorial, graphics and print production; the principles, practices and methods of governmental and community relations, public affairs, and the dissemination of public information; budget preparation and administration; principles and techniques of supervision including leadership, motivation, team-building, training, and conflict resolution; commonly used computer equipment and current office software; modern office procedures; and pertinent District regulations, policies, and procedures.

Ability To: Develop and implement creative and innovative marketing, public information, and community outreach concepts; plan, organize, implement, and direct the work of staff engaged in the development of marketing campaigns, publications, and information displays; supervise assigned staff and provide motivation, training, work direction and advice; collect and analyze data and complex problems, evaluate alternatives and make recommendations; effectively represent the District and the Marketing and Communications Department and make presentations to inter-departmental functions, governmental agencies, public and private meetings, and other forums; develop, interpret and administer budgets; exercise sound and independent judgment within policy guidelines and budget constraints; use currently available office software for word processing, spreadsheets, data analysis, and presentations; communicate effectively both orally and in writing; and establish and maintain effective and collaborative working relationships with District staff, and members of the public using principles of good customer service.

Education: Equivalent to a Bachelor's Degree from an accredited college or university with major coursework in communications, public administration, marketing, journalism, or a related field

Experience: Equivalent to at least four (4) years of increasingly responsible professional level experience developing and implementing marketing, public information, or community relations programs with an emphasis on public service and community outreach; including at least two (2) years of supervisory or lead responsibility over assigned professional staff. Experience in a public mass transit setting is desirable.

Special Requirement: The ability to transport oneself efficiently, and in a timely manner to all public, private, and governmental functions throughout the District and the State, as required by the job.