



Senior Marketing Representative

Class Code	FLSA Status	EEO Category	Represented Status	Salary Grade	Effective Date	Resolution #	Pages
003	Exempt	2 - Professionals	AFSCME	6	3/1/01	1187	1 of 2

DEFINITION:

Under general supervision, develops and implements strategies to disseminate information about District services, increase ridership and customer satisfaction, and build support for the District.

DISTINGUISHING CHARACTERISTICS:

A Senior Marketing Representative works with riders, community groups, businesses and agencies, local government officials, the general public, and District staff to promote District services, build ridership, and increase customer satisfaction.

A Public Information Systems Coordinator develops, designs, and coordinates the placement of signage to convey information about District services. The coordinator also develops and oversees the design of printed service information including timetables and maps, and designs software routines to extract and present data in forms usable to the public.

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

- Develops and implements comprehensive plans to inform the public of service changes, to increase ridership, and to build general public awareness and support.
- Analyzes ridership patterns and trends; prepares and conducts surveys and other research to identify marketing opportunities, and assesses customer needs and satisfaction.
- Makes presentations to external groups, agencies, and local government officials; represents the District at community, business, and agency meetings; and participates on external committees and task forces on behalf of the District.
- Organizes public events to promote the District and its services; and participates in community events, fairs, parades, etc., to disseminate service information and promote community support.
- Ensures the ongoing availability of service information through publication displays, community-based printed and electronic media, and in-person presentations.
- Maintains knowledge of bus service within assigned geographic areas or service type; maintains familiarity with communities served and monitors changing demographics, economic development, and political leadership.
- Develops and maintains regular contact with outside community groups, institutions, businesses, and agencies, soliciting their participation in programs such as pass/ticket sales, service information displays, and cross promotions.
- Collaborates with other departments to identify and respond to customer service issues; to determine changing rider needs and market potential for new or modified services; and to elicit community input on proposed service changes.
- Develops and writes informational and promotional materials, and works with graphic designers and printers to produce finished products.

Classification Specification

Senior Marketing Representative

Class Code	FLSA Status	EEO Category	Represented Status	Salary Grade	Effective Date	Resolution #	Pages
003	Exempt	2 - Professionals	AFSCME	6	3/1/01	1187	2 of 2

- Develops and monitors project budgets to ensure expenditures are within budgetary and grant guidelines; initiates the purchase of outside services, determining the scope of work, reviewing bids, making selection recommendations, and working with selected vendor.
- Maintains database of community contacts, and orderly, comprehensive documentation of projects and programs.
- Utilizes a variety of software programs to plan and schedule work tasks; maintain budgetary control over projects; and prepare reports and presentations.
- May provide direction to District employees working on marketing projects.
- Performs related duties as assigned.

MINIMUM QUALIFICATIONS:

Knowledge of:

Principles, techniques, and methods of marketing and public information.

Marketing and public information program planning and implementation.

Customer service principles and techniques.

Methods, formats, techniques and costing of printing, graphics, and related media.

Principles and practices used to budget for and keep track of project expenditures.

Standard business English grammar and punctuation.

Ability to:

Develop, present, implement, and manage marketing and public information programs.

Prepare effective written reports and materials for publication.

Speak effectively in public.

Develop and manage a project budget.

Establish and maintain effective working relationships with other staff, service users, community groups and leaders, and the general public, using principles of good customer service.

Gather, review and analyze data to assess program effectiveness, forecast trends, and identify potential markets.

Education/Training:

Completion of a Bachelor's degree from an accredited college or university with major coursework in marketing, communications, social or public services, or related field.

Experience:

Two years of experience developing and implementing marketing and/or public information programs.

License/Certification: Possession of a valid California Class C Driver's license and acceptable driving record.