



Title: Assistant General Manager of Marketing and Communications

FLSA Status: EXEMPT

BRIEF DESCRIPTION:

This classification is responsible for developing a comprehensive marketing, communications and customer service program at the District with a consistent theme and a strong market research component; strengthening the District’s image in the community; and helping to develop and institutionalize a “customer first” focus throughout the District. The incumbent provides direction and management over the advertising, marketing, media, communications, and customer service functions as well as other assigned areas of responsibility.

ESSENTIAL FUNCTIONS:

Note: This information is intended to be descriptive of the key responsibilities of the position. The list of essential functions below does not identify all duties performed by any single incumbent in this position. Additionally, please be aware of the legend below when referring to the physical demands of each essential function.

(S) Sedentary Exerting up to 10 lbs. occasionally or negligible weights frequently; sitting most of the time.	(L) Light Exerting up to 20 lbs. occasionally; 10 lbs. frequently; or negligible amounts constantly; OR requires walking or standing to a significant degree.	(M) Medium Exerting 20-50 lbs. occasionally; 10-25 lbs. frequently; or up to 10 lbs. constantly.	(H) Heavy Exerting 50-100 lbs. occasionally; 10-25 lbs. frequently; or up to 10-20 lbs. constantly.	(V) Very Heavy Exerting over 100 lbs. occasionally; 50-100 lbs. frequently; or up to 20-50 lbs. constantly.
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#	Code	Essential Functions	% of Time
1	S	Under executive direction of the General Manager/CEO, plans, organizes, directs and coordinates the District’s advertising, marketing, media, communications and customer service functions. The Assistant General Manager of Marketing and Communications represents the General Manager/CEO in a variety of capacities as assigned and serves as a member of various teams and committees. Formulates polices, procedures, and practices for the assigned functional areas within the Division and makes recommendations to the General Manager/CEO. Responsible for focusing on the strategic positioning of the District’s image and brand; leading efforts to increase the public and community support for public transportation and working to meet the growing demand and diversity of regional mobility needs. Other responsibilities include media relations, and serving as the chief public spokesperson.	30%
2	S	Marketing Function: Plans, organizes, directs and coordinates the full range of activities related to the development and implementation of a comprehensive advertising and marketing program for the District including conducting market research, developing brochures and print materials promoting the District developing multi-media campaigns. This position is responsible for planning and promoting special events at such venues as trade shows and expositions; directing all focus group meetings; and developing all fare products and collateral materials, including graphics and printing.	30%



3	S	Media and Communications Functional Area: Plans, organizes, directs and coordinates all media relations including developing fact sheets, writing and issuing press releases, and coordinating press conferences. Also oversees speech writing activities and the development of presentations. Works with the General Manager/CEO in responding to requests from elected officials. Manages the publishing of in-house and external newsletters and the content, layout and functionality of the external web site.	15%
4	S	Customer Service Function: Plans, organizes, directs and coordinates the activities of the Call Center, Customer Service and Sales Center, photo ID, reception and front desk, and other assigned functions.	25%

JOB REQUIREMENTS:

-Description of Minimum Job Requirements-	
Formal Education	<p>Four (4) years of college resulting in a Bachelor’s degree or equivalent from an accredited college or university in Marketing, Public Relations or a related field.</p> <p>Additional directly related experience beyond the minimum requirement may substitute for the required education based on the ratio of one and a half (1.5) years of experience for each (1) year of education.</p>
Experience	A minimum of ten (10) years of progressively responsible management experience in public sector marketing, communications, public relations or a related field. Transit industry experience is preferred.
Supervision	Work requires managing and monitoring work performance of a division including evaluating program/work objectives and effectiveness, establishing broad organizational goals and realigning work and staffing assignments for the department.
Human Collaboration Skills	Final decisions regarding policy development and implementation are made and/or recommended. Interaction with others outside the organization requires exercising participative management skills that support team efforts and quality processes.
Freedom to Act	The employee normally performs the duty assignments within broad parameters defined by general organizational requirements and accepted practices. End results determine effectiveness of job performance.
Technical Skills	Work requires advanced skills and knowledge in approaches and systems, which affect the design and implementation of major programs and/or processes organization-wide. Independent judgment and decision making abilities are necessary to apply technical skills effectively.



Budget Responsibility	Position as district wide fiscal responsibility. Assures that appropriate linkages exist between district-wide budget, funding limitations and service levels, to meet specific departmental and organizational goals. Monitors progress toward fiscal objectives and adjusts plans as necessary to reach them. Prepares agency financial statements and budget reports.
Reading	Advanced - Ability to read literature, books, reviews, scientific or technical journals, abstracts, financial reports, and/or legal documents. Ordinarily, such education is obtained in at the college level or above. However, it may be obtained from experience and self-study.
Math	Advanced - Ability to apply fundamental concepts of theories, work with advanced mathematical operations methods, and functions of real and complex variables. Ordinarily, such education is obtained in at the college level or above. However, it may be obtained from experience and self-study.
Writing	Advanced - Ability to write editorials, journals, speeches, manuals, or critiques. Ordinarily, such education is obtained in at the college level or above. However, it may be obtained from experience and self-study.
Certification & Other Requirements	



KNOWLEDGE
<ul style="list-style-type: none">• District policies, procedures and functions• Laws, ordinances, rules, regulations and codes applicable to the functional areas assigned• Principles of management, supervision and training• Budget development and administration• Interviewing and negotiation techniques

SKILLS
<ul style="list-style-type: none">• Advanced word processing, spreadsheet, presentation and database software• Specialized software related to functional area

ABILITIES
<ul style="list-style-type: none">• Plan, organize, direct, coordinate and supervise work and staff engaged in the assigned functional area• Serve as an advisor to the General Manager/CEO• Gather, assemble, analyze and evaluate customer and public information and make strategic analyses and projections• Analyze and resolve a variety of complex administrative issues• Communicate effectively, both orally and in writing• Establish and maintain cooperative working relationships



OVERALL PHYSICAL STRENGTH DEMANDS:

-Physical strength for this position is indicated below with “X”-

Sedentary X	Light	Medium	Heavy	Very Heavy
Exerting up to 10 lbs. occasionally or negligible weights frequently; sitting most of the time.	Exerting up to 20 lbs. occasionally, 10 lbs. frequently, or negligible amounts constantly OR requires walking or standing to a significant degree.	Exerting 20-50 lbs. occasionally, 10-25 lbs. frequently, or up to 10 lbs. constantly.	Exerting 50-100 lbs. occasionally, 10-25 lbs. frequently, or up to 10-20 lbs. constantly.	Exerting over 100 lbs. occasionally, 50-100 lbs. frequently, or up to 20-50 lbs. constantly.

PHYSICAL DEMANDS:

C Continuously 2/3 or more of the time.	F Frequently From 1/3 to 2/3 of the time.	O Occasionally Up to 1/3 of the time.	R Rarely Less than 1 hour per week.	N Never Never occurs.
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Note: This is intended as a description of the way the job is currently performed. It does not address the potential for accommodation.

-Physical Demand-	-Frequency-	-Brief Description-
Standing	F	Making presentations, observing work site, observing work duties, communicating with co-workers
Sitting	F	Desk work, meetings, driving
Walking	F	To other departments/offices, around work site
Lifting	F	Supplies, files
Carrying	F	Supplies, files
Pushing/Pulling	F	File drawers
Reaching	F	For supplies, for files
Handling	F	Paperwork
Fine Dexterity	F	Computer keyboard, telephone keypad, calculator
Kneeling	O	Filing in lower drawers
Crouching	O	Filing in lower drawers
Crawling	N	
Bending	O	Filing in lower drawers
Twisting	F	From computer to telephone
Climbing	O	Stairs
Balancing	R	On step stools
Vision	F	Reading, computer screen, driving, observing work site
Hearing	F	Communicating via telephone/radio, to co-workers/public
Talking	F	Communicating via telephone/radio, to co-workers/public
Foot Controls	O	Driving
Other (specified if applicable)		

MACHINES, TOOLS, EQUIPMENT, SOFTWARE, AND HARDWARE:

Telephone, fax machine, copier, vehicle, calculator, computer and associated hardware and software.



ENVIRONMENTAL FACTORS:

C Continuously	F Frequently	O Occasionally	R Rarely	N Never
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D Daily	W Several Times Per Week	M Several Times Per Month	S Seasonally	N Never
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-Health and Safety Factors-	
Mechanical Hazards	N
Chemical Hazards	N
Electrical Hazards	N
Fire Hazards	N
Explosives	N
Communicable Diseases	N
Physical Danger or Abuse	N
Other (see 1 below)	N

-Environmental Factors-	
Respiratory Hazards	N
Extreme Temperatures	S
Noise and Vibration	N
Wetness/Humidity	S
Physical Hazards	N

(1) N/A

PROTECTIVE EQUIPMENT REQUIRED: None

NON-PHYSICAL DEMANDS:

F Frequently From 1/3 to 2/3 of the time	O Occasionally Up to 1/3 of the time	R Rarely Less than 1 hour per week	N Never Never occurs
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-Description of Non-Physical Demands-	-Frequency-
Time Pressure	F
Emergency Situation	F
Frequent Change of Tasks	F
Irregular Work Schedule/Overtime	F
Performing Multiple Tasks Simultaneously	F
Working Closely with Others as Part of a Team	F
Tedious or Exacting Work	O
Noisy/Distracting Environment	O
Other (see 2 below)	

(2) N/A

PRIMARY WORK LOCATION:

Office Environment	X	Vehicle	
Warehouse		Outdoors	
Shop		Other (see 3 below)	
Recreation/Neighborhood Center			

(3) N/A

The above statements are intended to describe the general nature and level of work being performed by individuals assigned to this position. They are not intended to be an exhaustive list of all responsibilities, duties, and skills required. This description is subject to modification as the needs and requirements of the position change.