



Title: Director, Marketing, Communications and Public Information

FLSA Status: Exempt

BRIEF DESCRIPTION:

The purpose of this position is to direct and manage public relations, advertising, marketing, outreach and promotional activities of the District. This is accomplished by planning, coordinating and overseeing the implementation of multi-media advertising campaigns, promotions, special events and public information programs; negotiating and purchasing media advertisements; overseeing the design and development of print materials and publications; overseeing the development and maintenance of the District website, web-based media and social media programs; writing news releases, articles and other print materials; conducting market research; organizing special events and outreach activities; manage all media relations and communications; represent the District as primary spokesperson; attend external events and activities; conducting presentations to internal and external audiences; advising and providing recommendations to Executive Management Team and Board of Directors as they relate to District’s media and public information strategies.

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	(L) Light	(M) Medium	(H) Heavy	(V) 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.

#	Code	Essential Functions
1	S	Plans and directs short-range and long-range marketing and promotional campaigns with a special emphasis on programs designed to increase ridership by identifying goals and objectives, researching and analyzing options, preparing plans and writing copy, coordinating graphic design elements, coordinating distribution and media, and analyzing results. Oversee the development and production of print materials and publications by identifying goals and objectives, researching and analyzing options, preparing plans, researching subject matter, writing copy, and managing graphics, printing , production, and distribution. Develop information pieces for employees, and assess adequacy and effectiveness of internal communications. Assists the General Manager/CEO with communications and presentations for various internal and external constituencies; Support employee feedback processes. Analyzes, coordinates, and/or implements special projects with support from various divisions and departments, as needed.



2	S	<p>Plan, organize, direct, design, and coordinate comprehensive public information and community relations program that includes production and dissemination of content through electronic communications, social media, the internet and the intranet Utilizes social media and technology to amplify messages; Prepares news releases, feature stories, blogs, media advisories, talking points, speeches, presentations, publications, and articles for internal and external information, including planning, writing, and editing; Arranges District media events and news conferences and media interviews. Handle written media information/responses on policy issues in absence of General Manager/CEO or other EMT members assigned as District spokesperson. Interviews District officials, employees, and representatives from various groups, organizations, and the general public to secure information; Reviews, analyzes, and reports on District’s media coverage, including monitor and track external news sources, report on trends in coverage and provide content and information to internal customers; identifies potential controversial issues and works with staff to develop appropriate media strategies and messages; Write publications, fact sheets, articles, and speeches as needed. Maintain continuous, effective contact with various departments and decision makers to help develop credible, understandable, coordinated and consistent position statements for internal and external dissemination. Regularly represents District and the General Manager/CEO's office at internal and external meetings with public and private sector groups; Work with regional partners/external regional partners regarding identifying opportunities for increased media involvement on issues affecting the District, the community and transportation. Respond to citizen, technical, and transit industry requests for information. Builds support and advocacy for District initiatives; Provide support, briefing and training for management in advance of public forums, interviews and other public engagements. Represent the District in interviews with broadcast and print media. Serves as liaison between departments, media and public. Establishes and maintains cooperative working relationships and performs liaison activities with community groups, government officials, and special interest groups to gain support for District's goals and programs.</p>
3	L	<p>Provides guidance related to RT’s social and web-based media campaigns; assesses business needs, and recommends and implements solutions to enhance social media goals and strategies; and manages internal and external resources to implement social and web-based media programs, projects and activities. Aligns website and social media strategies with integrated marketing and communications strategies; assists with defining project scope, deliverables, schedules, budgets, and task lists; tracks projects from initiation to successful completion; and prepares reports on projects and other activities.</p>
4	L	<p>Oversees organization of special events and outreach activities by identifying goals and objectives, preparing and implementing plans, and analyzing results.</p>
5	S	<p>Administrative Tasks, including: Supervise staff by participating in the hiring process, directing and assigning tasks, conducting performance reviews, monitoring and evaluating department goals and staff progress, and responding to significant issues. Prepares and administers department budget. Performs a variety of other administrative functions as required by this level position, including representing the District at numerous external partner/community events that may be held at non-traditional hours.</p>



JOB REQUIREMENTS:

-Description of Minimum Job Requirements-	
Formal Education	<p>Work requires broad knowledge in a general professional or technical field. Knowledge is normally acquired through four (4) years of an accredited college or university resulting in a Bachelor's degree or equivalent in Business Administration, Journalism, Communications, Marketing or a closely 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 seven (7) years of experience in marketing, public relations, journalism, communications, community relations or a closely related field, including three (3) years of supervisory experience.
Supervision	Work involves problem solving and mediating highly conflicting, unexpected and unusual problems involving multiple groups. Applies broad management responsibility for a large program or set of related functions. Provides direct and indirect supervision to lower level personnel.
Human Collaboration Skills	Recommendations regarding policy development and implementation are made and/or recommended. Evaluates customer satisfaction, develops cooperative associations, and utilizes resources to continuously improve customer satisfaction.
Freedom to Act	The employee normally performs the duty assignment according to his or her own judgment, requesting supervisory assistance only when necessary. Special projects are managed with little oversight and assignments may be reviewed upon completion. Performance reviewed periodically
Technical Skills	Advanced: 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 has major fiscal responsibility. Is responsible for department-wide financial decisions. Assures that appropriate linkages exist between budget requests and departmental goals and objectives. Monitors budget plan and adjusts as necessary.
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 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

- Local organizations, community groups, and governing bodies.
- Methods and techniques of marketing and public relations.
- Production methods for printed materials
- Awareness of District’s programs and operations
- Business correspondence, media communication and report writing.
- Methods and techniques of effective presentation development and delivery.
- Marketing and public relations concepts and theories.
- Community demographics.
- Methods and techniques of conducting comprehensive and targeted marketing and public relations campaigns.
- Highly advanced business correspondence, media communication, and report writing techniques.
- Budget and contract preparation and administration.

SKILLS

- Advanced word processing, spreadsheet, presentation and database software.
- Specialized software related to functional area.

ABILITIES

- Ability to respond to the news media accurately, appropriately and in a timely manner, often within tight deadlines and at times, without direction
- Effectively represent the District at community and media events.
- Write and edit news releases, pamphlets, and reports
- Work in stressful situations, in a fast-paced environment, managing, and/or performing several tasks simultaneously
- Establish and maintain good working relationships with internal staff, external agencies, community groups, and the general public.
- Direct and implement a comprehensive marketing and public relations program that meets the District’s goals and objectives.
- Prepare and present news and media information.
- Direct the work of consultant resources and administer contracts to ensure compliance with District expectations.
- Prepare and administer budget proposals.
- Review goals and objectives; revise budget to conform with goals and objectives.
- Monitor progress and adjust schedule, activities, and resources.
- Solicit and select consultant professional services.
- Mediate contract issues, questions, and problems
- Compose policy related issue papers and memos.
- Communicate District policy changes to employees and public.
- Work independently and meet deadlines.



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- Effectively represent the District in all interactions with public.
 - Prepare and administer budgets, monitor progress and review goals and objectives.
 - Manage the procurement process.
 - Able to work long and/or non-traditional hours.



OVERALL PHYSICAL STRENGTH DEMANDS:

-Physical strength for this position is indicated below with "X"-					
Sedentary	Light	X	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	F	O	R	N
Continuously 2/3 or more of the time.	Frequently From 1/3 to 2/3 of the time.	Occasionally Up to 1/3 of the time.	Rarely Less than 1 hour per week.	Never Never occurs.

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, tables and chairs
Reaching	F	For supplies, for files
Handling	F	Paperwork
Fine Dexterity	F	Computer keyboard, telephone pad, calculator
Kneeling	O	Filing in lower drawers, retrieving items from lower shelves/ground
Crouching	O	Filing in lower drawers
Crawling	N	
Bending	O	Filing in lower drawers
Twisting	F	From computer to telephone
Climbing	O	Stairs, step stools
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:

Calculator, telephone, scanner, fax machine, vehicle, computer and associated hardware and software.

ENVIRONMENTAL FACTORS:

C	F	O	R	N
Continuously	Frequently	Occasionally	Rarely	Never

D	W	M	S	N
Daily	Several Times Per Week	Several Times Per Month	Seasonally	Never

-Health and Safety Factors-	
Mechanical Hazards	N
Chemical Hazards	N
Electrical Hazards	N
Fire Hazards	N
Explosives	N
Communicable Diseases	R
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:

NON-PHYSICAL DEMANDS:

F	O	R	N
Frequently From 1/3 to 2/3 of the time	Occasionally Up to 1/3 of the time	Rarely Less than 1 hour per week	Never Never occurs

-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)	N

(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.