



Title: Manager, Marketing and Communications

FLSA Status: Exempt

BRIEF DESCRIPTION:

The purpose of this position is to direct and manage the 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; designing and developing print materials and publications; overseeing the development and maintenance of the Web site and web-based media programs; negotiating sponsorships and partnerships; writing news releases, articles and other print materials; conducting market research; organizing special events and outreach activities; assisting the General Manager/CEO and Executive Management staff with media relations and communications; representing the District at external events and activities; conducting presentations to internal and external audiences; gathering and interpreting data; advising and providing recommendations to Executive Management Team and Board of Directors; preparing and monitoring department budget; managing staff; and directing outside advertising agencies and consultants. Other duties include advising and providing direction to other departments on marketing and promotional activities.

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	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.	40%
2	S	Develops, monitors, and oversees the 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	20%
3	S	Supervises 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.	20%



4	L	Organizes special events and outreach activities by identifying goals and objectives, preparing and implementing plans, and analyzing results.	15%
5	S	Prepares and monitors the department budget by identifying goals and objectives, researching and analyzing options, preparing recommendations and monitoring expenditures.	5%

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, Public Administration, 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 five (5) years of experience in marketing, public relations, community relations or a closely related field, including two (2) years of supervisory experience.
Supervision	Work requires supervising and monitoring performance for a regular group of employees or department including providing input on hiring/disciplinary actions and work objectives/ effectiveness, performance evaluations, and realigning work as needed.
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

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| <ul style="list-style-type: none"> • Budget and contract preparation and administration. • Principles and practices of administration, management and training. • Project management. • Local organizations, community groups, and governing bodies. • Methods and techniques of marketing and public relations. • Business correspondence, media communication and report writing. • Methods and techniques of effective presentation development and delivery. |
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SKILLS

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

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| <ul style="list-style-type: none"> • Effectively represent the District. • Establish and maintain effective working relationships with staff, agencies, community groups and the general public. • Direct and implement marketing and public relations programs. • Prepare and present news and media information. • Direct consultant resources and contracts. • Prepare and administer budgets, monitor progress and review goals and objectives. • Manage the proposal process. • Evaluate and recommend goals and objectives. |
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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 Continuously <small>2/3 or more of the time.</small>	F Frequently <small>From 1/3 to 2/3 of the time.</small>	O Occasionally <small>Up to 1/3 of the time.</small>	R Rarely <small>Less than 1 hour per week.</small>	N Never <small>Never occurs.</small>
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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, 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 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	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 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)	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.