

REGIONAL TRANSIT ISSUE PAPER

Agenda Item No.	Board Meeting Date	Open/Closed Session	Information/Action Item	Issue Date
6	10/12/15	Open	Action	10/05/15

Subject: Approving Modified Job Description

ISSUE

Whether or not to approve the modified job description.

RECOMMENDED ACTION

Adopt Resolution No. 15-10-____, Approving the Modified Job Description for the Marketing and Communication Specialist.

FISCAL IMPACT

There is no fiscal impact as a result of this action.

DISCUSSION

Personnel Action Summary: This proposed action will result in the modification of one existing job description (Marketing & Communications Specialist). There will be no fiscal impact or change to the total number of authorized positions as a result of the proposed action.

Marketing Department

In September, the District identified the need for a specialized Social Media and Website Specialist position (approved by the Board 9-28-15) to address the District's need for an individual to serve as its expert on social media and electronic communication programs. With this addition, there is no longer a need for the current Marketing and Communication Specialist position to hold responsibility for these duties. In its current form, the Marketing and Communication Specialist job description outlines web-based duties as 15% of the essential functions of this position.

In response to these changes, staff conducted a thorough job analysis and benchmarking of Marketing's Marketing and Communication Specialist job description and determined that because of the change in responsibilities to the position resulting from the recent addition of a Senior Social Media and Communications Specialist position, the existing job description needed to be revised and updated to accurately capture the change in responsibilities of this position.

Modifications to the job description and essential functions have been made and staff has determined that the compensable factors for this modified job description have not changed, therefore no change to the salary grade for this position is being recommended. There is no fiscal impact associated with this action. The modified job description for the Marketing and Communications Specialist is included in Exhibit A.

Approved:

Presented:

Final 10/16/15

General Manager/CEO

Director, Human Resources

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6	10/12/15	Open	Action	10/05/15

Subject: Approving Modified Job Description

While the District recruits for the Senior Social Media and Website Specialist, the Senior Marketing and Communications Specialist will perform the social media duties being removed from this position.

Modified Job Description

The job description listed below is attached to the Resolution as Exhibit A.

<u>Previous Job Title</u>	<u>Disposition</u>	<u>New Job Title</u>
Marketing & Communications Specialist	Modified	Marketing & Communications Specialist

Staff recommends approval of this action.

RESOLUTION NO. 15-10-_____

Adopted by the Board of Directors of the Sacramento Regional Transit District on this date:

_____ October 12, 2015 _____

**APPROVING THE MODIFIED JOB DESCRIPTION FOR THE MARKETING AND
COMMUNICATIONS SPECIALIST**

BE IT HEREBY RESOLVED BY THE BOARD OF DIRECTORS OF THE
SACRAMENTO REGIONAL TRANSIT DISTRICT AS FOLLOWS:

THAT, effective October 13, 2015, the modified job description of the Marketing and
Communications Specialist, attached as Exhibit A, is hereby approved.

JAY SCHENIRER, Chair

A T T E S T:

MICHAEL R. WILEY, Secretary

By: _____
Cindy Brooks, Assistant Secretary

EXHIBIT A
Modified Job Descriptions
Effective October 12, 2015

Job Description-Previous Title	Disposition	Job Description - New Title
Marketing & Communications Specialist	Modified	Marketing & Communications Specialist



Title: Marketing and Communications Specialist

FLSA Status: Non-exempt

BRIEF DESCRIPTION:

The purpose of this position is to assist in the implementation of the advertising, marketing, outreach and promotional activities of the District. This is accomplished by assisting with advertising campaigns, promotions, special events, and public information programs; assisting with the development of print materials and publications; writing news releases, articles, and other print materials; contributing content for the website and social media programs; organizing special events and outreach activities; conducting research; representing the District at external events and activities; and creating and conducting presentations to external groups and organizations. Other duties include assisting departments with 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	(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	% of Time
1	S	Coordinates marketing and promotional campaigns by identifying goals and objectives, coordinating graphics, writing copy, discussing options with departments, distributing information, and analyzing results.	30%
2	S	Designs and develops print materials and publications by researching and analyzing materials and options, preparing plans, writing copy, organizing information for final print, reviewing and editing drafts, and tracking inventory.	25%
3	S	Writes newsletters by gathering information from a variety of sources, writing copy, editing information, reviewing and gathering data, and preparing information for print.	20%
4	L	Assists with organizing special events and outreach activities by reviewing goals, preparing plans, identifying coordinating departments and activities, creating presentations and making recommendations.	25%



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 one (1) year of experience in marketing, public relations, community relations or a closely related field.
Supervision	Work requires the occasional direction or supervision of others.
Human Collaboration Skills	Work may require providing advice to others outside direct reporting relationships on specific problems or general policies. Contacts may require the consideration of different points of view to reach agreement. Elements of persuasion may be necessary to gain cooperation and acceptance of ideas.
Freedom to Act	The employee normally performs the duty assignment after receiving general instructions as to methods, procedures, and desired end results. There is some opportunity for discretion when making selections among a few, easily identifiable choices. The assignment is usually reviewed upon completion.
Technical Skills	Skilled: Work requires a comprehensive, practical knowledge of a technical field with use of analytical judgment and decision-making abilities appropriate to the work environment of the organization.
Budget Responsibility	Position has no fiscal responsibility.
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	Intermediate - Ability to deal with a system of real numbers; and practical application of fractions, percentages, ratios/proportions and measurement. Ordinarily, such education is obtained in high school up to college. 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">• Principles and practices of assessing needs and developing media and public programs.• Principles and practices of business correspondence and report writing.• Methods of coordinating media, public and community events.• Local community demographics and facts.• Verbal communications.• Market research, marketing and public relations principles.• Production of advertising, marketing and promotional campaigns.• Development and production of brochures, newsletters and print materials.

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">• Recommend outside agency materials.• Develop and present presentations.• Direct consultants and staff involved in projects or events.• Participate in the proposal process.• Provide technical support to clients in the design and production of information media.• Interpret, analyze and explain rules, policies and procedures.• Coordinate project and special event activities.• Publish in internal and external publications and media.• Research and respond to requests for information and complaints.• Schedule staff for community and special events.• Write copy.• Maintain cooperative relationships with internal staff and external agencies.• Develop and publish promotional materials.



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	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, 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 pad
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	F	Step stools
Balancing	R	On step stools
Vision	F	Reading, computer screen, driving
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	O
Frequent Change of Tasks	F
Irregular Work Schedule/Overtime	O
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.