



San Joaquin Regional Transit District
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Stockton, CA 95202
(209) 943-1111

SAN JOAQUIN REGIONAL TRANSIT DISTRICT EMPLOYMENT CONTRACT OPPORTUNITY

MARKETING SENIOR SPECIALIST – (part-time)
Marketing Department
Hourly Rate \$40.00 – Project Based – Remote Work

Open Recruitment

Closing Date: until filled

JOB SUMMARY:

Under general supervision, performs a variety of routine to complex administrative and professional activities in support of San Joaquin Regional Transit District (RTD) marketing programs and campaigns; represents RTD at community events; uses computer and desktop publishing capabilities to prepare public information materials; well-versed in graphic design, social media marketing and advertising, and Sprout Social and WordPress publishing and reporting tools; and performs related duties as assigned. To be considered, please submit a link to your portfolio of sample work for review.

This employment contract position will be project based and will work remotely. There are no fixed guaranteed hours and work hours will vary based project needs. Employee shall perform work using own computer equipment with the necessary applications to complete work. There are no benefits associated with this position, unless required by law.

Marketing Senior Specialist is the advanced journey-level class in the professional marketing class series. Under minimal supervision, the incumbent independently performs the most difficult, sensitive and complex duties consistently and on a regular basis and participates in developing and implementing marketing strategies and plans to meet RTD marketing and public information goals and objectives. The incumbent plans, organizes, and executes assigned marketing, public information, or community events and represents RTD in a variety of public interactions. Assignments are typically received in broad outline form and incumbents are expected to act independently in developing applicable resources and information and obtaining supervisory input when required. Work is evaluated on the quality of work products and effectiveness of results achieved.

ESSENTIAL DUTIES AND RESPONSIBILITIES

The following statements are intended to describe the general nature and level of work performed by people assigned to this classification. They are not intended to be an exhaustive list of all responsibilities, duties, and skills required of personnel so classified.

1. Create and maintain organic and paid channel-specific content such as social media posts, website content and videos that support RTD marketing campaigns and complement other departmental needs.
2. Assist and oversee social media channels to ensure they are aligned with RTD brand and guidelines for content and design, and follow transit guidelines for maintaining

- and updating messaging, content, design, photography/videography and following ADA accessibility guidelines.
3. Stay informed of best practices and trends in digital and social media, writing and multimedia content as it relates to public transit and current riders and potential riders.
 4. Assist with publishing content on RTD website, maintaining continuity of themes, designing layout, streamlining navigation and increasing online presence to potential and current customers, and federal, state, and local partners. Must have knowledge of WordPress tools and features.
 5. Plans, develops, and creates graphic design materials, including newsletters, fliers, brochures, visual displays, signs, advertisements, forms, logos, charts, maps, and other printed or graphic design materials; writes or obtains and edits content from a variety of sources; coordinates the reproduction and distribution of printed or graphic materials; creates public information displays, ensuring PMPIDs, bus shelter kiosk, DTC bulletin boards, timetable posters, bus inserts, interior ad cards, and website pages are up to date with current and pertinent information.
 6. Participates in proactively communicating information and messages to the public and internal customers, to promote RTD and educate targeted audiences regarding RTD's programs, activities, and initiatives; conducts market research, writes, edits, produces, and distributes approved press releases, media advisories, articles, columns, fact sheets, videos, radio spot and print copy, and public service announcements for public presentation; determines distribution to appropriate audiences and targeted routes; promotes events to media; works with other RTD departments in the preparation of press releases, announcements and public information materials.
 7. Represents RTD in a wide variety of public interactions; serves as RTD's liaison with a variety of civic and community organizations.
 8. Plans, develops materials for, and conducts presentations to school, community, and business groups on RTD services and programs; answers questions and provides information to individuals and customer groups on request.
 9. Plans, organizes, prepares materials for, and evaluates the results of promotions of RTD services and special programs and events, working with local merchants, businesses, and community groups.
 10. Assists in planning, organizing, integrating, and executing RTD marketing, public information, special, and/or media events; assists in recommending and determining event concept, design, location, theme, audiences, and logo; assists in planning, organizing, and monitoring event logistics; schedules and secures participation by senior management, Board of Directors members, and others; publicizes events; assists in developing and making presentations during events, or plans and oversees presentations by others; serves as RTD's liaison regarding events, with media, the public, and others; assists other staff on large, multi-faceted events.
 11. Assists or participates in developing and implementing marketing and public information strategies and plans, as well as campaign or project-specific strategies and plans to meet designated goals and objectives; collaborates with public relations and/or advertising firms retained by RTD to implement plans.
 12. As directed, assists in advertisement and media development and coordinates placement, including negotiating price; records and tracks payments.
 13. Coordinates, facilitates, and monitors development and maintenance of RTD's website; reviews all aspects of website, including navigation, creative, and content components and makes recommendations for improvement; supervises

- and monitors website updates and maintenance.
14. Performs research necessary to effectively carry out job responsibilities; plans and conducts various research projects; works with staff from other departments, committees, and vendors as required by project assignments.
 15. Coordinates the artistic development of marketing and promotional materials from concept to completion, including, but not limited to: print, radio, RTD collateral, website design and maintenance, and internal and external corporate publications.
 16. Works with marketing staff and RTD management to determine RTD marketing needs and determine the appropriate media and designs to convey RTD's services and develop a positive image for RTD; participates in concept design and prepares and presents layouts to management; edits layouts and prepares final versions of materials and coordinates production with printing company.
 17. Using graphics software, creates, prepares, and updates ads, illustrations, promotional materials, photographs, videos, slides, signs, and other graphic design representations for use in RTD marketing and advertising; converts, formats, and archives files and graphics to meet department needs; takes photographs and videos, manipulates, and edits them as necessary.
 18. Prints, cuts, and mounts graphic deliverables to meet various RTD departmental goals.
 19. Records and translates technical data into non-technical terms to facilitate understanding of illustrations and exhibits by lay persons; gathers data and translates into creative and artistic illustrations and exhibits for presentation to groups inside and outside RTD; imports data from spreadsheets to create graphic presentations; creates other graphic and visual aids using computers and manual production techniques.
 20. Creates and operates computer equipment and software to make presentations for use by RTD management and staff in meetings and other settings.
 21. Regularly contributes to business-building efforts, while maintaining existing business relations and exploring new business opportunities.
 22. Develops route schedule and system map designs.
 23. Conducts research and assists in drafting and implementing RTD's marketing and public information plans.
 24. Applies for various annual awards from such agencies as San Joaquin Council of Governments (SJCOG) and American Public Transportation Association (APTA).
 25. Maintains control of RTD's graphic standards.
 26. Curate and post content for social media, email blast, and website.
 27. At the senior specialist level, may act for the Marketing Manager in that individual's absence.
 28. Performs other incidental and related duties as required and assigned.

QUALIFICATIONS

Knowledge of:

1. Principles, practices, concepts, and techniques used in developing and executing marketing, public relations, and community outreach plans, programs, and strategies.
2. Methods and techniques of issue and image management, graphic design, layout, and print production.

3. Methods and techniques for creating effective marketing and public information materials.
4. Industry trends and media practices as they apply to developing and carrying out public information and marketing programs.
5. Current events and issues that affect the local community and the San Joaquin County region.
6. Methods of analysis applicable to the formulation and communication of programs and policy.
7. Methods and uses of personal computers and advanced graphics, drawing, presentation, and other desktop publishing software for the design and preparation of printed and graphic materials.
8. Methods, practices, and terminology of the printing, print production, and reproduction industry.
9. Media and usage requirements and formats in the drafting and creation of graphic materials.
10. Uses and operations of photographic, audio-visual, lighting, and image editing equipment and software.
11. Principles and practices of public administration, including budgeting, purchasing, and maintenance of public records.
12. Research methods and analysis techniques.
13. Extensive and progressive background in copywriting and art direction.
14. Operation of Apple PowerMac and Windows-based computers and applicable software, including, but not limited to: Acrobat, InDesign, Illustrator, Lightroom, Photoshop, and Premiere Pro.
15. Microsoft Office desktop applications including, but not limited Word, Excel, PowerPoint, and Outlook.
16. Online applications including, but not limited to Dropbox, Google Drive, OneDrive, Canva, Facebook, Instagram, Twitter, LinkedIn, YouTube, Google, WordPress, SurveyMonkey, and MailChimp.
17. Excellent organizational and presentation skills.
18. Principles and practices of sound business communication.
19. English usage, spelling, grammar and punctuation.

Ability to:

1. Analyze and make sound recommendations on media relations, community outreach and public information issues, and assignments.
2. Develop concepts and design specific methods and techniques to improve internal and external communications.
3. Generate interest and convey messages through the development of graphic treatments and persuasive writing.
4. Apply writing style and techniques appropriate for differing business and journalistic or public relations purposes.
5. Present information, proposals, and/or recommendations clearly, logically, and persuasively in public meetings.
6. Organize and handle multiple projects simultaneously.
7. Represent RTD effectively in public settings on a variety of issues.
8. Operate a computer and advanced graphics, design, presentation, and desktop publishing software applications to create visually appealing and effective graphics designs for print and visual materials and presentations.
9. Use digital scanner and scanning software to scan and manipulate photographs and other graphics.

10. Perform freehand sketches and apply commercial art techniques to create effective illustrations and exhibits.
11. Properly use and care for graphic illustration equipment and instruments.
12. Analyze complex confidential problems, evaluate alternatives and make sound, appropriate recommendations.
13. Organize, set priorities, and exercise sound independent judgment and initiative within established guidelines.
14. Interpret RTD personnel policies and procedures and applicable local, state and federal legislation.
15. Operate a computer using word processing and other business software.
16. Organize and maintain office and specialized confidential files and records.
17. Communicate clearly and effectively, orally and in writing.
18. Understand and follow oral and written instructions.
19. Prepare clear, concise, and comprehensive correspondence, reports, studies, and other written materials.
20. Exercise sound, expert independent judgment within general policy guidelines.
21. Establish and maintain effective customer-focused working relationships with all levels of RTD management, employees, employee organizations and their representatives, other governmental officials, community groups, professional and business organizations, the media, and the public.

Education, Training and Experience:

A typical way of obtaining the knowledge, skills, and abilities outlined above is:

Marketing Senior Specialist:

Graduation from an accredited four-year college or university with major coursework in marketing, public relations, communications, business administration or a closely related field; and five to seven years of progressively responsible marketing, public information, public relations, or closely related experience, at least two of which were at the level of Marketing Specialist; or an equivalent combination of training and experience. One (1) additional year of the required experience may be substituted for each year (30 semester hours) of the required education.

Licenses; Certificates; Special Requirements:

A valid California Class C driver's license.

Experience in a public transit agency or governmental setting is preferred.

PHYSICAL AND MENTAL DEMANDS

The physical and mental demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this class. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Physical Demands:

While performing the duties of this class, an employee is regularly required to sit, talk and hear, in person and by telephone, use hands repetitively to operate standard office equipment, and reach with hands and arms. The employee is frequently required to stand, walk, and lift up to ten pounds.

Specific vision abilities required by this class include close vision and the ability to adjust focus.

Mental Demands:

While performing the duties of this class, the employee is regularly required to use written and oral communication skills; read and interpret complex data, information, and documents; analyze and solve complex problems; observe and interpret people and situations; use math and mathematical reasoning; learn and apply new information or skills; perform highly detailed work on multiple, concurrent tasks with constant interruptions; work under intensive deadlines and interact with all levels of RTD management, staff, employees, representatives of employee organizations, other governmental officials, and the public.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this class. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this class, the employee works under typical office conditions and the noise level is moderately quiet.

EMPLOYMENT PROCESS: Applicants must complete and submit an official application form. The standards as stated on the front of the job announcement represent only the minimum required to fill an application. Resumes will be accepted, but may not be substituted for the required application form. Meeting the listed standards does not guarantee that a candidate will be invited for an interview as the Human Resources Department reserves the right to limit the number of candidates to the most qualified for the vacancy. The selection process for this position may include a written assessment.

NOTE: All statements made on the application are subject to verification and investigation. False statements will be cause for disqualification, removal from the eligible list or termination of employment.

SUBSTANCE ABUSE TESTING: Substance abuse tests paid by the Transit District are required of each prospective employee. Candidates are cautioned that offers of employment are conditional and subject to the satisfactory completion of the substance abuse tests.

San Joaquin Regional Transit District is an Equal Opportunity/Affirmative Action employer. Female, minority, and disabled individuals are encouraged to apply. Applicants will be considered without regard to race, color, creed, national origin, religion, sex, sexual preference, marital status, age, medical condition or disability.

Employment is conditional on successfully passing drug and alcohol tests, reference checks, and a background investigation.

TO SUBMIT AN APPLICATION: Visit our jobs page online at www.sanjoaquinRTD.com/careers

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