

LIVERMORE AMADOR VALLEY TRANSIT AUTHORITY

POSITION DESCRIPTION

POSITION Marketing Manager

CLASSIFICATION Non-Exempt, Full Time Position

BRIEF POSITION DESCRIPTION

The Marketing Manager reports directly to the Executive Director and is responsible for the planning, oversight and execution of successful marketing campaigns to increase ridership and improve public perception of the Authority. The position will be responsible for public relations and oversee the development of news releases. Additionally, the Marketing Manager will provide oversight, management, motivation, and mentoring of staff in the Marketing Department.

SPECIFIC DUTIES AND RESPONSIBILITIES

- Understands the confluence of design technologies, communication technologies, new trends in urban development and the cultural shift among the target markets for the Authority. With this understanding, demonstrates the experience, creativity and innovative skills to create a popular culture on the system and substantially increase customers and ridership;
- Oversees the strategic planning, creation and implementation of the Authority's Marketing Plans;
- Ability to focus and motivate a successful Marketing Team;
- Oversees the planning and improvements to the Authority's website, and social media tools;
- Oversees the development of partnership marketing contracts, creative briefs, and marketing procurements;
- Organizes the analysis of data from consumer research, ridership, social media, and other sources to craft compelling stories, better understand target markets and make changes to the Authority's Marketing Plan.
- Serves as main point of contact of marketing to the advertising agency, third party partners and vendors and internal cross-functional departments
- Possesses strong presentation skills and able to interface with executive level directors and the Authority's Board of Directors;
- Oversees the Authority's Public Information Officer;
- Oversees the public outreach component of the Authority's Title VI program

The employee shall work well under pressure meeting multiple and sometimes competing deadlines. The employee shall at all times demonstrate cooperative behavior with colleagues, supervisors, subordinates, contract service provider, external grant funding agencies, and the public.

The work of this position is primarily performed in an office setting, working at a computer, phone, etc.

KNOWLEDGE, SKILLS AND ABILITIES REQUIRED BY POSITION

- Ability to communicate effectively in writing, with clear and concise style;
- Strong grammar, editorial and proofreading abilities;
- Skills, knowledge and understanding of audiences, design principles, marketing strategies, public relations, advertising, research and planning techniques and philosophy;
- Knowledge of general principles, methods, practices of public outreach;
- Ability to research and quickly synthesize information;
- Ability to lead and coordinate projects;
- Ability to make effective public presentations;
- Ability to attend to detail and ensure accuracy of information;
- Knowledge of visual design software, such as Photoshop and InDesign;
- Knowledge of webpage design and programming, as well as with web content management systems.

LICENSE REQUIREMENTS:

Must possess and maintain a current, valid California Driver's License and satisfactory driving record (periodically drives LAVTA vehicles).

ORGANIZATIONAL RELATIONSHIPS

- Position reports directly to:
Executive Director
- Position coordinates with:
All LAVTA Personnel
LAVTA's Operations Contractor
Representatives of Local, County, Regional, State and Federal Agencies
Local civic groups and businesses
Vendors/contractors
The public

QUALIFICATIONS

Education: Bachelor's degree in Mass Communications, Marketing, Business Administration, Journalism, Public Relations, Public Administration, or related field.

Experience: Five (5) years experience in marketing and communications, or any combination of training and experience that provides required skills, knowledge, and

abilities noted above and including but not limited to the ability to manage projects effectively and exceptional oral and written communication skills. Graphic design experience is desired.

Additional desired qualifications:

HTML

Supervisory skills

GIS skills

Bi-lingual skills

LIVERMORE AMADOR VALLEY TRANSIT AUTHORITY



Unique Opportunity – Marketing Manager (Livermore, California)

How would you like to work for a progressive transit agency in the beautiful California Bay Area? The Livermore Amador Valley Transit Authority is proud to advertise this Marketing Manager position managing the Wheels brand in Livermore, California.

The Livermore Amador Valley Transit Authority provides bus service for the Tri-Valley area, connecting communities while easing congestion, reducing pollution, and making the region a better place to live. The agency is also actively engaged in regional rail planning and project delivery, with BART and ACE Rail currently providing service to the area.

In the Tri-Valley, thousands ride transit daily – with commute volumes from the Tri-Valley to San Francisco, Santa Clara and San Mateo Counties increasing 66% since 2007. With the Tri-Valley growing at a faster rate than the Bay Area as a whole, near-future transportation investments are crucial and will yield significant economic benefits for the entire mega-region.

The Organization

Created by a joint powers agreement in 1985, the Livermore Amador Valley Transit Authority (LAVTA) provides area-wide transit services to the cities of Dublin (population 49,890), Livermore (population 86,870), and Pleasanton (population 69,829) and unincorporated areas of Alameda County. This area is located in eastern Alameda County, which is part of the greater San Francisco Bay Area. The LAVTA Board of Directors consists of two elected officials from each city and one member of the County Board of Supervisors. LAVTA is currently supported by a \$15.8 million budget and 15 full-time employees. The Authority contracts with MV Transit to provide bus operations, with a fleet of 60 vehicles.

The Marketing Manager Position

The Marketing Manager reports directly to the Executive Director and is responsible for the planning, oversight and execution of successful marketing campaigns to increase ridership and improve public perception of the Authority. The position will be responsible for public relations and oversees the development of news releases. Additionally, the Marketing Manager will provide oversight, management, motivation, and mentoring of staff in the Marketing Department.

Current marketing initiatives of the agency include a rebranding effort, near future individualized marketing on key corridors in the LAVTA system serving BART, marketing of the new express service to BART, promotion of a new Easy Pass with Las Positas College, and near future marketing of a new partnership with TNCs.



The salary range is \$7,202 to \$10,083, DOQ. The agency is enrolled in CalPERS. For more detailed information on the job description visit www.wheelsbus.com.

Core Responsibilities:

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- Oversees the strategic planning, creation and implementation of the Authority's Marketing Plans;
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- Oversees the Authority's Public Information Officer;
- Oversees the public outreach component of the Authority's Title VI program

QUALIFICATIONS

Education: Bachelor's degree in Mass Communications, Marketing, Business Administration, Journalism, Public Relations, Public Administration, or related field.

Experience: Five (5) years' experience in marketing, communications, transit planning at a transit agency, or any combination of training and experience that provides required skills, knowledge, and abilities noted above and including but not limited to the ability to manage projects effectively and exceptional oral and written communication skills. Graphic design experience is desired.

Additional desired qualifications:

HTML

Supervisory skills

GIS skills

Bi-lingual skills

Livermore, California

Livermore is a city in Alameda County, California, in the United States. With an estimated 2014 population of 86,870, Livermore is the most populous city in the Tri-Valley. Livermore is located on the eastern edge of California's San Francisco Bay Area.

Livermore was founded by William Mendenhall and named after Robert Livermore, his friend and a local rancher who settled in the area in the 1840s. Livermore is the home of the Lawrence Livermore National Laboratory, for which the chemical element livermorium is named (and thus, placing the city's name in the periodic table). Livermore is also the California site of Sandia National Laboratories, which is headquartered in Albuquerque, New Mexico. Its south side is home to local vineyards. The city has redeveloped its downtown district and is



considered part of the Tri-Valley area, comprising Amador, Livermore and San Ramon valleys.

Geography

The Livermore Valley is located about 30 miles (48 km) east of and behind the first coastal range of foothills that surround the San Francisco Bay Area. The Livermore Valley has an east-west orientation with mountain passes on the west and east connecting the Bay Area and the Central Valley. The passes are used by railroads and highways to connect the two regions. Livermore Valley is about 15 miles (24 km) long (east to west), 10 miles (16 km) wide (north to south), and surrounded by California coastal range mountains and foothills.



Climate

Livermore has a Mediterranean climate, although it is close to a semi-arid climate because of its relatively low annual precipitation. It features with warm to hot, dry summers and mild to cool, wet winters. Summer daytime temperatures average in the 75 to 85 °F range, but sometimes reach 100 °F. Summer nights, however, are normally much cooler, with lows in the 50 to 60 °F range.

Culture

Livermore's culture retains some vestiges of the farming, wine growing and ranching traditions that have existed in the valley since the time of Robert Livermore, but now largely reflects a suburban population. Since 1918, Livermore has each June hosted the Livermore Rodeo, called the "World's Fastest Rodeo", that claims it has more riders per hour than any other event of its type. There are several wine-tasting tours of the Livermore area wineries that occur periodically throughout the summer.

Livermore has a strong blue-collar element, as well as many professionals who work at the Lawrence Livermore National Laboratory and other work sites in the high tech industries in Tri-Valley and within the Bay Area. Recent housing development has included the addition of hundreds of million-dollar homes set among the south side's vineyards, as well as a multimillion-dollar renovation of the downtown area.

Renovations included office buildings, the Livermore Cinemas, the Bankhead Theatre, and a multistory parking structure. The Livermore Civic Center includes a state-of-the-art library that opened in 2004, with a front mosaic by Maria Alquilar.



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Livermore has several golf courses located near the city: Las Positas municipal golf course, and the 18 hole Poppy Ridge and Wente Vineyards courses. Livermore Municipal Airport (LVK) is accessible to business jets, serving the entire Tri-Valley area. Each summer Livermore has a farmer's market, which bring farm-fresh produce directly to the consumer.

Arts organizations supported by the city include the Livermore-Amador Symphony, Del Valle Fine Arts, producer of classical music events, and in the valley at large, the Valley Concert Chorale, Livermore Valley Opera, the Valley Dance Theatre, a classical ballet company and the Livermore Art Association. There are over fifty places of worship in Livermore.

HOW TO APPLY:

Submit resume and cover letter to the attention of Michael Tree. Note that this position is open until November 30, 2016. Documents may be submitted via:

Email: FrontDesk@lavta.org; or

Mail: LAVTA, 1362 Rutan Dr., Suite 100, Livermore, CA 94551; or

FAX: 925.443.1375