

LIVERMORE/AMADOR VALLEY TRANSIT AUTHORITY

POSITION DESCRIPTION

POSITION **Marketing and Communications Specialist**

CLASSIFICATION **Non-Exempt, Full Time Position**

BRIEF POSITION DESCRIPTION

The Marketing and Communications Specialist works under the direction of the Marketing Manager and is responsible for developing and implementing information services, integrated marketing plans, media relations, community education/outreach programs, and communications for the Livermore Amador Valley Transit Authority (LAVTA), provider of the Wheels bus service.

Travel within the service area is required. Outreach activities may require evening, weekend and other nontraditional work hours.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Develops communications plans, special projects, online packages, creative campaigns, printed/electronic materials, and programmatic materials to promote increased internal and external understanding of LAVTA/Wheels goals and services;
- Manages outreach activities, on-street information campaigns, and materials;
- Assists in the development and implementation of the annual Marketing Plan for LAVTA services;
- Develops and manages the Public Outreach components of LAVTA's Title VI program;
- Writes and/or coordinates information and promotional materials for print or otherwise, including press releases, podcasts, photo galleries, maps and website and social media postings;
- Assists with customer service, including complaint resolution;
- Develops specific programs, toolkits, and email marketing plans for employer outreach, including materials on an employer sponsored transit options for employees;
- Researches and evaluate market characteristics & coordinates and promotes special events;
- Assists with managing the bus advertising, printing and on-call marketing services contracts;
- Strong knowledge of WordPress to maintain Wheelsbus.com website. HTML/CSS experience is preferred;
- Possess impeccable social listening skills, create engaging social media content, target new audiences, grow our following on Facebook, Twitter, and YouTube;
- Set up, QA, run A/B tests, ensure tests get up and running, and interpret results and present them to management without bias;

- Other duties as assigned;

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 Illustrator and InDesign;
- Knowledge of webpage design and programming, as well as with web content management systems.
- Knowledge of digital marketing techniques including social media marketing, email direct marketing and search engine optimization (SEO).

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:
Marketing Manager
- 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 Marketing, Communications, Graphic Design, Public Relations, Public Administration, or related field.

Experience: Three (3) 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 and digital marketing experience is strongly desired.

Additional desired qualifications:

HTML

Supervisory skills

GIS skills

Bi-lingual skills