



JOB TITLE:	MARKETING AND COMMUNICATIONS SPECIALIST	DIVISION:	DISTRICT - MARKETING AND COMMUNICATIONS
REPORTS TO:	DIRECTOR OF MARKETING AND COMMUNICATIONS	EEO CATEGORY:	02 - PROFESSIONAL
FLSA:	NON-EXEMPT	SAFETY-SENSITIVE:	NO
CLASSIFICATION:	NON-REPRESENTED	LOCATION:	SAN FRANCISCO

Class specifications are intended to present a descriptive list of the range of duties performed by employees in the class. Specifications are not intended to reflect all duties performed within the job.

Position Summary

Under the general direction of the Director of Marketing and Communications, develops and implements comprehensive public information, materials/publications, and community outreach programs. The Marketing and Communications Specialist assists in managing these programs to effectively provide clear, concise, accurate, and consistent information on a wide range of Golden Gate Bridge, Highway and Transportation District activities and services to a wide range of stakeholders, including the general public, customers, and District staff.

Essential Responsibilities

- Prepare and edit written materials for a wide range of audiences on a variety of topics relative to District activities, and services including, transit guides, newsletters, brochures, customer notices, web site postings, booklets, signs, email-based customer announcements, and informational posters
- Assist with selling of advertising space in printed customer transit materials, as needed
- Research, organize, and interpret complex information from various District departments on a wide range of policy, planning, and operations related subjects. Taking that information, be able to translate it into effective communications for various stakeholders in appropriate formats
- Implement innovative approaches while developing communication outreach programs to meet District goals and objectives
- Manage the District’s employer outreach program to increase commute ridership on the District’s transit system
- Manage the District’s website including, overseeing design of site, managing the online store and its contents, posting of information and content, and maintenance and oversight of the District’s targeted email databases
- Respond to daily public information requests via the telephone, Internet, and in writing
- Plan, organize, and participate in various District-related programs, presentations or events.
- Identify target audiences for specific outreach efforts
- Coordinate closely with District staff across the entire organization
- Performs other duties as assigned
- Know and follows the safety and health rules and safe working practices applicable to the job
- Regular and reliable attendance and performance are required



Required Knowledge, Skills and Abilities

Working knowledge of:

- Principles and practices of public and community relations
- Principles and practices of research
- Principles and practices of print and electronic media, including digital imaging and website navigation
- Principles and practices of presentation preparation, delivery strategies, and techniques
- Theories and applications of graphic design, print processes, and layout techniques
- MS Office and other related computer programs required of the position
- Researching, compiling, and summarizing a variety of complex and technical reports and informational materials needed to develop clear and concise, newsletters, staff reports, targeted brochures, letters, and various other forms of written materials

Ability to:

- Complete assignments with a high degree of independence and initiative demonstrating sound judgment
- Communicate effectively, orally and in writing, to a wide range of stakeholders
- Compose and edit clear, complete, and accurate informational, technical, and educational materials for the public, and other targeted stakeholders
- Establish and maintain effective working relationships with all personnel contacted in the course of work performed
- Develop, track, and prioritize schedule for development and implementation of multiple concurrent tasks with exacting deadlines
- Use strong organizational and time management skills
- Learn quickly
- Track exacting and numerous details while keeping focused on the big picture
- Handle shifting deadlines and priorities
- Excellent verbal and written communication skills

Minimum Qualifications

Education and/or Experience:

A combination of college level training and position related experience equivalent to:

- Four-year college degree with major course work completed in communications, journalism, English, Marketing, business or a related field.
- Additional qualifying experience may be substituted for the education requirement on a year-for-year basis. Applicants must submit evidence of a degree or a written statement supporting qualifying experience in lieu of degree
- Experience will include a minimum of two years of recent position-related experience in marketing, written communications, editing, and publishing field
- A minimum of two years' experience using personal computers and software programs with advanced skills in Microsoft Office applications, Microsoft Access, Power Point, and Excel. Adobe



FrameMaker, PatternStream, WebWorks, Macromedia Contribute and/or website management experience highly desired

Required License:

- Must possess and maintain a current, valid California driver’s license and satisfactory driving record. May operate District vehicles.

Physical Requirement:

Mobility to work in a typical office setting. Ability to communicate in person and over the telephone. Ability to read printed materials and a computer screen. Routine use of computer, telephone and other office equipment. Ability to travel to District facilities.