

September 9, 2019

TITLE: Manager, Marketing Outreach
EMPLOYMENT TYPE: Exempt
DIVISION: Communications
APPLICATION DEADLINE: **Friday, October 4, 2019**
PAY RANGE: \$1,914 – \$2,871 per week (\$99,511 – \$149,267 estimated annual)
WORK LOCATION: 1250 San Carlos Avenue, San Carlos, California
WORK SCHEDULE: Full Time (Monday – Friday)

Job Summary: The Manager, Marketing Outreach will report to the Director, Marketing and Market Research and is responsible for managing activities that support Marketing Outreach Programs for the San Mateo County Transit District (SamTrans), the Peninsula Corridor Joint Powers Board (Caltrain) and the San Mateo County Transportation Authority (TA).

Examples of Essential Functions:

- * Manage and develop marketing outreach programs for business development for the San Mateo County Transit District, (SamTrans), Peninsula Corridor Joint Powers Board (Caltrain) and the San Mateo County Transportation Authority (TA).
- * Manage project teams that focus on increasing awareness and positive promotion of Public Transit by engaging with current and potential stakeholders within and beyond San Mateo County.
- * Manage the Marketing Ambassador, Street Team programs, and development of outreach strategies, guidelines, policies, and procedures.
- * Supervise staff. Hire, mentor, and take appropriate corrective and/or disciplinary action. Ensure EEO policies and procedures are followed. Participate in selection of staff. Coordinate staff training and professional development. Establish performance objectives. Monitor and evaluate employee performance.

Examples of Duties:

- Oversee the daily functions, operations, and marketing outreach activities in support of the Marketing and Market Research programs.
- Develop and maintain working relationships with internal and external stakeholders to support marketing opportunities, resolve issues, and to develop a consensus on projects and schedules.
- Develop targeted campaigns, events, and promotional initiatives by engaging partners, providing community-based business development, and relationship management.
- Develop strategies with cross-functional teams for executing accurate and effective campaigns.
- Represent the Marketing and Market Research Department at intergovernmental and private sector meetings.
- Establish relationships with school administrators, community members, businesses, and various public/private organizations to inform of service planning decisions.
- Attend trade shows, seminars, and webinars to generate new business and partnerships.
- Serve on internal and external committees, attend monthly board meetings, and make presentations.
- Develop and monitor the Marketing Outreach Budget, and Project Plan Calendars.
- Evaluate job performance of staff which also includes the professional development of staff through the identification of on-the-job and other professional development opportunities.
- Perform all job duties and responsibilities in a safe manner to protect one's self, fellow employees and the public from injury or harm. Promote safety awareness and follow safety procedures in an effort to reduce or eliminate accidents.
- Perform other duties as assigned.

Supervision: Work under the general supervision of the Director, Marketing and Market Research, who will establish goals and objectives, and monitor and evaluate performance.

Minimum Qualifications: Sufficient education, training and experience to demonstrate the knowledge and ability to successfully perform the essential functions of the position. Development of the required knowledge and abilities is typically obtained through but not limited to:

- Bachelor's degree in Marketing, Business, Communications or related field.
- Four years of full-time experience in Public Outreach Management.
- Two years of supervisory experience.

Preferred Qualifications:

- Marketing experience in Public transportation is desirable.
- Must have marketing strategy, public outreach, engagement, and strong project management skills is desirable.
- Must have effective written and oral communications skills.
- Must possess a valid California driver license with a safe driving record.

Selection Process May Include:

The process will include a panel interview and may include written and skills test assessments. Only those candidates who are the most qualified will continue in the selection process. Meeting the minimum qualifications does not guarantee an invitation to continue in the process. Selected candidate will be subject to background check.

Current Employment Benefits at SamTrans:

Holidays:	Seven paid holidays, plus up to five floating holidays per year
Time Off:	Paid Time Off: Up to 26 days per year
Cafeteria Plans:	Medical, dental, vision care, group life insurance, and more
Transportation:	Free bus transportation for employees and qualified dependents
Retirement:	Social Security and California Public Employees Retirement Systems (CalPERS) <ul style="list-style-type: none">○ Classic Members – 2% @ 60 benefit formula, 3 year average of highest compensation○ New Members – 2% @ 62 benefit formula, 3 year average of highest compensation

How to Apply:

- Apply online or complete a SamTrans Employment Application per instructions printed on the application.
- When completing the online application, please follow instructions on the Prospective Employee Reference Guide found at www.smctd.com/jobs.html. When completing the paper application, please specify the position for which the application is being submitted.
- Incomplete online or paper applications may be rejected even if you are qualified for the position for which you are applying. It is your responsibility to ensure that the online or paper application reflects the work experience and education needed to meet the requirements for the position(s) for which you are applying.
- Your completed application package must be received by the District's Human Resources Department by the specified deadline to receive consideration. Paper applications must be received by the Human Resources Department by 4:30 pm on the application deadline date. Online applications must be submitted prior to midnight on the application deadline date.

The Human Resources Department will make reasonable efforts in the recruitment/examination process to accommodate applicants with disabilities upon request. If you have a need for an accommodation, please call (650)508-6308.

SamTrans is an Equal Opportunity Employer Minorities/Women/Persons with Disabilities/Veterans