JOB OPENING ANNOUNCEMENT

Title: Marketing Outreach Coordinator
Employment Type: Non-Exempt
Division: Communications (Marketing)
Application Deadline: Friday, March 13, 2020
Pay Range: $1,413 - $2,120 per week ($73,494 – $110,241 estimated annual)
Work Location: San Carlos, CA
Work Schedule: Full-Time

February 24, 2020

JOB SUMMARY: The Marketing Outreach Coordinator reports to the Manager, Marketing Outreach, and is responsible for planning and organizing the outreach programs for the San Mateo County Transit District (SamTrans), the Peninsula Joint Powers Board (Caltrain), and the San Mateo County Transportation Authority (TA).

EXAMPLES OF ESSENTIAL FUNCTIONS:
- Act as a liaison to schools and community organizations on related transit services.
- Develop, plan, organize, and implement community outreach programs and events.
- Recruit, train, and supervise volunteers for community outreach events (e.g., Youth Mobility Programs, etc.).
- Promote and market transit mobility services, fare products, and mobile applications to community organizations.
- Coordinate consistent messaging with Communications and Operations Planning teams to community organizations.

EXAMPLES OF DUTIES:
- Coordinate, plan, implement logistics, correspondence, and collateral material for outreach events (e.g., Facebook Festival, San Mateo County Fairground, Holiday Stuff-A-Bus Programs, etc.).
- Participate in setting goals, objectives, and policies for community outreach volunteers.
- Monitor and evaluate the efficiency and effectiveness of community outreach services.
- Develop and provide written protocols to all volunteers, and evaluate volunteer performance.
- Develop events designed to educate and encourage young riders on the use of public transit.
- Facilitate regular meetings with community leaders and volunteers related to transit services.
- Coordinate community outreach for proposed service changes.
- Performs all job duties and responsibilities in a safe manner to protect one’s self, fellow employees and the public from injury or harm. Promotes safety awareness and follows safety procedures in an effort to reduce or eliminate accidents.
- Perform other duties as required.

SUPERVISION: Works under the general supervision of the Manager, Marketing Outreach, who establishes goals and objectives, and evaluates 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, Political Science, Public Policy, Education, Social Work, or related field.
- Three years of experience in events, social services, marketing, or communications.
PREFERRED QUALIFICATIONS:

- Experience with coordinating and supervising volunteers.
- Possess strong interpersonal skills interacting in the public
- Possess effective communication skills both writing and oral.
- Proficiency in the use of Microsoft Office Suite.

SELECTION PROCESS MAY INCLUDE:
The selection 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:
For more information on our benefits, please visit: http://www.smctd.com/jobs.html#benefits

<table>
<thead>
<tr>
<th>Holidays</th>
<th>Seven paid holidays, plus up to five floating holidays per year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Time Off</td>
<td>Paid Time Off: up to 21 days per year</td>
</tr>
<tr>
<td>Cafeteria Plans</td>
<td>Medical, dental, vision care, group life insurance and more</td>
</tr>
<tr>
<td>Transportation</td>
<td>Free Bus Transportation for employees and qualified dependents</td>
</tr>
<tr>
<td>Pension</td>
<td>Social Security and California Public Employees Retirement Systems (CalPERS)</td>
</tr>
</tbody>
</table>
  - 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:
Although we encourage applicants to apply online, we are still accepting paper applications.

- Apply 24 hours a day through our online application system at www.smctd.com/jobs.html or complete a SamTrans Employment Application per instructions printed on the application. You must submit a completed application to be considered for this position. Incomplete or late applications will not be considered.
- 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 or improperly completed 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.
- Whether applying online or with a paper application, 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 paper application package includes: (1) SamTrans Employment Application, (2) Affirmative Action Questionnaire. (#1 is required, #2 is requested, but optional). Completed paper applications can be submitted in person or by U.S. mail. SamTrans is not responsible for applications that are lost in the U.S. mail.
- You may call (650) 508-6308 to verify your online or paper application has been received.

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.