

September 23, 2021

TITLE: Digital Communications Specialist
EMPLOYMENT TYPE: Non-Exempt (Full Time)
DIVISION: Communications
PAY RANGE: \$31.94/hour - \$48.77/hour (\$66,432 - \$101,441 estimated annual)
APPLICATION DEADLINE: **Friday, October 15, 2021**
WORK LOCATION: San Carlos, CA

GENERAL DESCRIPTION:

The Digital Communications Specialist will report to the Manager, Digital Communications and is responsible for creating and maintaining public-facing written content 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:

- Develop and maintain text content for the SamTrans, Caltrain, TA and JPA websites, print materials, social media and other communications.
- Manage content creation workflow from concept to publication.
- Act as backup to Web Developer with basic knowledge of backend and publishing.
- Act as backup to Social Media and Communications teams.
- Work with website contractors to update and maintain website content.
- Liaise with internal and external staff and partners to create compelling advertising, informational and instructional copy.

EXAMPLES OF DUTIES:

- Develop written copy for web, print, video, social and other content.
- Assist in training users and providing technical support to staff related to website publishing and maintenance.
- Lead the copywriting team to create and deliver compelling copy for a range of campaigns, projects and processes under deadline.
- Work with internal and external stakeholders to bring content from concept to reality.
- Attend events, meetings to develop content for web and social.
- 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: Works under the general supervision of the Manager, Digital Communications, who assigns tasks and responsibilities, and monitors 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:

- An Associate's degree in Public Relations, Advertising, Journalism, or a closely related field.
- Three (3) years of fulltime experience copywriting, website content management, web publishing, marketing or journalism.

PREFERRED QUALIFICATIONS:

- Proficiency with written English and grammar.
- Experience using Adobe Photoshop, Drupal/Wordpress desirable.
- Must be available to work some evenings and weekends.
- Competency in basic HTML formatting.
- Experience managing web content, copywriting projects.
- Experience in Social media publishing.
- Must be able to communicate effectively, both orally and in writing.

SELECTION PROCESS MAY INCLUDE:

The selection process may consist of an evaluation of the applicant's qualifications, panel interview, practical exercise and/or internal Department interviews. Upon completion of the selection process, an offer of employment may be conditionally based upon the successful completion of employment and education verification and criminal background check.

BENEFITS:

For additional information on SamTrans benefits, please visit, <https://www.smctd.com/jobs.html#benefits>

- Holidays : Seven paid holidays, plus up to four floating holidays per year
Paid Time Off : Up to 21 days (PTO) per year
Cafeteria Plans : Medical, dental, vision care, group life insurance and more
Transportation : Free Bus Transportation for employees and qualified dependents
Pension : Social Security and California Public Employees Retirement Systems (CalPERS)
- 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:

- To apply, please visit the www.smctd.com/jobs.html. Complete an online employment application by 11:59 pm on Friday, October 15, 2021. A resume will not be accepted in lieu of the application. Incomplete applications will not be considered.
- 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 contact the Human Resources Department at (650) 508-6308 or email written request to hr@samtrans.com.
- SamTrans celebrates diversity and is committed to creating an inclusive and welcoming workplace environment. We are an Affirmative Action/Equal Opportunity Employer. Minorities, Women, Persons with Disabilities and Veterans are encouraged to apply.