

# YOLO COUNTY TRANSPORTATION DISTRICT

\$80,086 - \$95,370 Annually (6-14-21)

Established: June 14, 2021

Medical Class I

Revised:

## COMMUNICATIONS AND MARKETING SPECIALIST

**Definition:** The purpose of this position is to serve in a lead capacity in the implementation of advertising, marketing, outreach and promotional activities of the District. This is accomplished by serving as a lead in the planning and coordination of advertising campaigns, promotions, special events and public information programs; designing and developing print materials and publications; developing and maintaining Website and web-based media programs; writing news releases, articles, and other print materials; organizing special events and outreach activities; representing the District at external events and activities; conducting presentations to internal and external audiences; gathering and interpreting data; and providing direct or indirect supervision to lower level staff. Other duties include assisting departments with marketing and promotional activities.

### **Essential Job Functions:**

#### **1. Communications**

- Reports to the Executive Director, or his/her designee.
- Oversees the development and implementation of the District's communications strategies, campaigns, promotions, and events.
- Under direction of the Executive Director or his/her designee, provides analysis and direction to support District Vision, Values, and Priorities.
- Develops, coordinates, and enhances communication relationships with regional agencies, stakeholders, and partners.
- Routinely reviews current District communications practices and policies, researches and analyzes areas for improvement, and provides recommendations to Executive Director.
- Monitors, writes content, develops and maintains web-based media by reviewing options, identifying resources, preparing and coordinating graphics design, coordinating media, and maintaining results.
- Works with the Finance and Planning Departments to coordinate District communications functions.
- Assists with Annual Budget development for marketing and communications elements and programs/projects.
- Proficient with office administration and software, i.e., MS Office Suite (including spreadsheet, word processing and other software).
- Other related duties or responsibilities as assigned.

#### **2. Marketing**

- Reports to the Executive Director, or his/her designee.
- Oversees the development and implementation of the District's marketing program, budget, and timelines/schedules.
- Oversees existing vendor contracts and provides updated analysis and research for future opportunities.
- Oversees District advertisement/sales programs and monitors related performance data.
- Develops, coordinates, and implements marketing and promotional campaigns by identifying goals and objectives, coordinating graphics, discussing options with departments, distributing materials, and analyzing results.
- Designs and develops print materials and publications by researching and analyzing materials and options, preparing plans and writing copy, organizing information for final print, reviewing and editing drafts, and reviewing final copies.
- Works with the Finance and Planning Departments to coordinate District marketing functions.

- Assists with Annual Budget development for marketing and communications elements and programs/projects.
- Other related duties or responsibilities as assigned.

**Experience:** A minimum of three (3) years of experience in marketing, public relations, community relations or a closely related field.

**Education:** Equivalent to graduation from an accredited college or university with a bachelor's degree in Communications, Marketing, Business Administration, Public Administration, or a closely related field.

**License/Car:** Must possess or be able to obtain within 3 months a valid California Driver's license. Employee may be required to use his/her personal automobile (with mileage reimbursement from employer) which employee shall insure.

**Knowledge, Skills, and Ability:**

Knowledge of:

- Local community groups.
- Event planning and coordination.
- Facilitation techniques for large and small meetings.
- News releases and media advisory preparation.
- Issue resolution techniques.
- Local media.
- Written and verbal communications and public relations and speaking.
- Production of advertising, marketing and promotional campaigns.
- Development and production of brochures, newsletters and print materials

Ability to:

- Communicate clearly and concisely both orally and in writing
- Ability to organize, coordinate projects, set priorities, meet deadlines and follow-up on assignments with a minimum of supervision.
- Develop, organize, monitor, and apply project/campaign budgets and schedules.
- Address groups and present information.
- Interpret and apply policy.
- Arrange event logistics and media events and materials.
- Communicate with and direct staff.
- Coordinate community relations efforts.
- Direct consultants and facilitate issues.
- Attend meetings and assist District staff.
- Develop and present presentations.
- Direct consultants and staff involved in projects or events.
- Research materials.
- Interpret, analyze and explain rules, policies and procedures.
- Coordinate project and special event activities.
- Publish in internal and external publications and media.
- Research and respond to requests for information and complaints.
- Schedule staff for community and special events.
- Write copy.
- Maintain cooperative relationships with internal staff and external agencies.
- Develop and publish promotional materials.

Skills:

- Advanced word processing, spreadsheet, presentation and database software (Microsoft Office Suite).
- Specialized software and platforms related to functional area,
  - Current District social media platforms including Facebook, Twitter, Instagram,
  - Future platforms as applicable.

**Medical Class 1 - Light Work**: This class will require light physical effort which may include frequent lifting of up to ten pounds and occasional lifting of up to twenty-five pounds. Some bending, stooping, and/or squatting may be required. Considerable walking may be required.