

# Regional Transit Job Announcement

2810 O Street, Sacramento CA 95816 (916) 556-0298 www.sacrt.com

## Director, Marketing, Communications and Public Information Internal / External

**Salary:** \$104,640 - \$146,472 annually  
(Plus Excellent Benefits)

**Posting Date:** December 8, 2016 (Thu)  
**Filing Deadline:** January 5, 2017 (Thu)

### SUPPLEMENTAL QUESTIONNAIRE IS REQUIRED AT THE TIME OF APPLICATION

#### BRIEF DESCRIPTION

The purpose of this position is to direct and manage public relations, advertising, marketing, outreach and promotional activities of the District. This is accomplished by planning, coordinating and overseeing the implementation of multi-media advertising campaigns, promotions, special events and public information programs; negotiating and purchasing media advertisements; overseeing the design and development of print materials and publications; overseeing the development and maintenance of the District website, web-based media and social media programs; writing news releases, articles and other print materials; conducting market research; organizing special events and outreach activities; manage all media relations and communications; represent the District as primary spokesperson; attend external events and activities; conducting presentations to internal and external audiences; advising and providing recommendations to Executive Management Team and Board of Directors as they relate to District's media and public information strategies.

#### ESSENTIAL FUNCTIONS

Plans and directs short-range and long-range marketing and promotional campaigns with a special emphasis on programs designed to increase ridership by identifying goals and objectives, researching and analyzing options, preparing plans and writing copy, coordinating graphic design elements, coordinating distribution and media, and analyzing results. Oversees the development and production of print materials and publications by identifying goals and objectives, researching and analyzing options, preparing plans, researching subject matter, writing copy, and managing graphics, printing, production, and distribution. Develop information pieces for employees, and assess adequacy and effectiveness of internal communications. Assists the General Manager/CEO with communications and presentations for various internal and external constituencies; Support employee feedback processes. Analyzes, coordinates, and/or implements special projects with support from various divisions and departments, as needed. Plan, organize, direct, design, and coordinate comprehensive public information and community relations program that includes production and dissemination of content through electronic communications, social media, the internet and the intranet. Utilizes social media and technology to amplify messages; Prepares news releases, feature stories, blogs, media advisories, talking points, speeches, presentations, publications, and articles for internal and external information, including planning, writing, and editing; Arranges District media events and news conferences and media interviews. Handle written media information/responses on policy issues in absence of General Manager/CEO or other EMT members assigned as District spokesperson. Interviews District officials, employees, and representatives from various groups, organizations, and the general public to secure information; Reviews, analyzes, and reports on District's media coverage, including monitor and track external news sources, report on trends in coverage and provide content and information to internal customers; identifies potential controversial issues and works with staff to develop appropriate media strategies and messages; Write publications, fact sheets, articles, and speeches as needed. Maintain continuous, effective contact with various departments and decision makers to help develop credible, understandable, coordinated and consistent position statements for internal and external dissemination. Regularly represents District and the General Manager/CEO's office at internal and external meetings with public and private sector groups; Work with regional partners/external regional partners regarding identifying opportunities for increased media involvement on issues affecting the District, the community and transportation. Respond to citizen, technical, and transit industry requests for information. Builds support and advocacy for District initiatives; Provide support, briefing and training for management in advance of public forums, interviews and other public engagements. Represent the District in interviews with broadcast and print media. Serves as liaison between departments, media and public. Establishes and maintains cooperative working relationships and performs liaison activities with community groups, government officials, and special interest groups to gain support for District's goals and programs. Provides guidance related to RT's social and web-based media campaigns; assesses business needs, and recommends and implements solutions to enhance social media goals and strategies; and manages internal and external resources to implement social and web-based media programs, projects and activities. Aligns website and social media strategies with integrated marketing and communications strategies; assists with defining project scope, deliverables, schedules, budgets, and task lists; tracks projects from initiation to successful completion; and prepares reports on projects and other activities. Oversees organization of special events and outreach activities by identifying goals and objectives, preparing and implementing plans, and analyzing results. Administrative Tasks, including: Supervise staff by participating in the hiring process, directing and assigning tasks, conducting performance reviews, monitoring and evaluating department goals and staff progress, and responding to significant issues. Prepares and administers department budget. Performs a variety of other administrative functions as required by this level position, including representing the District at numerous external partner/community events that may be held at non-traditional hours.

#### MINIMUM QUALIFICATIONS

**Education:** Bachelor's degree or equivalent from an accredited college or university in Business Administration, Journalism, Communications, Marketing or a related field. Additional directly related experience beyond the minimum requirement may substitute for the required education based on the ratio of one and a half (1.5) years of experience for each (1) year of education.

**Experience:** A minimum of seven (7) years of experience in marketing, public relations, journalism, communications, community relations or a loosely related field, including three (3) years of supervisory experience.

**Proof of required education beyond high school, such as college transcripts, diplomas, licenses and/or certificates must be submitted at the time of application, if not substituting experience for the education requirement.**

#### FILING

The minimum qualifications as stated on this job announcement represent only the basic requirements of the position. Meeting the minimum qualifications does not guarantee that a candidate will be invited to participate in other examination segments of the selection process. An employment application, supplemental questionnaire and proof of education, as outlined above, are required for this position. Applications, supplemental questionnaires, and job announcements are available at Human Resources, 2810 O Street, Sacramento, CA 95816, or through our website at [www.sacrt.com](http://www.sacrt.com).

**Completed employment application, supplemental questionnaire and proof of education, as outlined above, must be submitted to the Human Resources Department not later than Thursday, January 5, 2017 at 5:00 p.m.** RT does not accept e-mail applications, on-line applications, or late applications regardless of postmark. RT will not process incomplete applications. **Resumes are not accepted in lieu of an application, but may be included with the application.** For more information on benefits, a summary sheet is available from the Human Resources Department. The Human Resources Department will make reasonable efforts in the recruitment process to accommodate candidates with disabilities. For more information, contact the Human Resources Department at (916) 556-0298.

**RT is an Equal Opportunity Employer. EOE – Minorities/Women/Disabled/Veterans.**

**(Supplemental Questionnaire on Reverse Side)**

# **Sacramento Regional Transit District Supplemental Questionnaire**

## **Director, Marketing, Communications and Public Information**

**Final Filing Date: Thursday, January 5, 2017**

The purpose of this Supplemental Questionnaire is to obtain additional job-related information to identify the most qualified applicants to continue in the selection process. Completion of this material is required and your responses must be submitted with your employment application by 5:00 p.m. on the final filing date. **Candidates who do not complete this Supplemental Questionnaire will be eliminated from further consideration.**

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**Please answer the following questions. Limit your answers to no more than two double-spaced typed pages for each question. Attach answers on a separate sheet of paper and number each item accordingly.**

1. Please describe, in detail, your work experience writing and editing news articles, advertising copy, promotional materials and newsletters. In your description, include the employer(s) and number of years/months you performed the duties.
2. Please describe, in detail, your work experience as a primary spokesperson, including the topics presented and types of audiences. In your description, include the employer(s) and number of years/months you performed the duties.
3. Please describe, in detail, your work experience developing and implementing marketing, promotional and social media campaigns, web-based media, special events, and outreach activities. Include a description of your direct role, level of responsibility and tasks you performed. In your description, include the employer(s) and the number of years/months you performed the duties.
4. Describe your experience supervising and directing staff, including details of the oversight you provided. In your response, include the employer(s), number of years/months you performed the duties, the number of staff supervised and their titles and areas of responsibility.