

# 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:** \$111,012 - \$155,388 annually  
(Plus Excellent Benefits)

**Posting Date:** July 25, 2018 (Wed)  
**Filing Deadline:** August 15, 2018 (Wed)

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

#### **BRIEF DESCRIPTION**

The Director, Marketing, Communications and Public Information will be an integral member of the Sacramento Regional Transit District (SacRT) team to promote and enhance the SacRT brand. This position will report directly to the VP, Communications and Partnerships.

The purpose of this position is to direct and manage public relations, advertising, marketing, outreach and promotional activities of SacRT. 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 SacRT's website, web-based media and social media programs; writing news releases, articles and other promotional materials; conducting market research; organizing special events and outreach activities; manage all media relations and communications; represent SacRT 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 SacRT's marketing, media and public information strategies.

#### **ESSENTIAL FUNCTIONS**

- J Plans and directs short-range and long-range marketing and promotional campaigns with a special emphasis on programs designed to increase ridership.
- J Oversee the development and production of print materials and publications, including managing graphics, printing, production, and distribution of materials (internal and external communications).
- J Assist the General Manager/CEO with communications and presentations for various internal and external constituencies.
- J Analyzes, coordinates, and/or implements special projects/campaigns with support from various divisions and departments, as needed.
- J Plan, organize, direct, design, and coordinate comprehensive public information, community relations and special projects/campaign programs, including production and dissemination of content through electronic communications, social media and print media (internal and external).
- J Prepares, writes and edits news releases, feature stories, blogs, media advisories, talking points, speeches, presentations, publications, and articles.
- J Arranges SacRT media events and news conferences and media interviews.
- J Reviews, analyzes, and reports on SacRT's media coverage, including monitor and track external news sources, report on trends in coverage and works with staff to develop appropriate media strategies and messages;
- J Regularly represents SacRT and the General Manager/CEO's office at internal and external meetings and community events with public and private sector groups during regular and non-traditional work hours; Represent the SacRT in interviews with broadcast and print media as primary spokesperson. Provides guidance related to SacRT'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.
- J Manages public website(s) and web content.
- J Assists with defining project scope, deliverables, schedules, department and advertising budgets, and task lists; tracks projects from initiation to successful completion; and prepares reports on projects and other activities.
- J Oversees organization of special events and outreach activities by identifying goals and objectives, preparing and implementing plans, and analyzing results.
- J Manage 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.

#### **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 Wednesday, August 15, 2018 at 5:00 p.m.** SacRT does not accept email applications, on-line applications, or late applications regardless of postmark. SacRT 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.

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

**(Supplemental Questionnaire on Reverse Side)**