

LIVERMORE AMADOR VALLEY TRANSIT AUTHORITY

POSITION DESCRIPTION

POSITION **Marketing and Communications Specialist**

CLASSIFICATION **Non-Exempt, Full Time Position**

BRIEF POSITION DESCRIPTION

The Marketing and Communications Specialist works under the direction of the Director of Planning and Marketing and is responsible for developing, designing and implementing marketing efforts, community education/outreach programs, and communications for the Livermore Amador Valley Transit Authority (LAVTA), provider of Wheels and Rapid bus services.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Develops and designs creative campaigns, printed/electronic materials, and programmatic materials to promote increased internal and external understanding of LAVTA's goals and services;
- Coordinates LAVTA's outreach efforts with Tri-Valley middle and high schools and Las Positas College and manages administration of student transit pass programs
- Writes and designs promotional materials, including brochures, maps, website postings and press releases;
- Maintains LAVTA's website (wheelsbus.com) and ensures quality control;
- Develops specific programs/toolkits for employer outreach;
- Acts as social-media administrator for LAVTA's Facebook and Twitter accounts.
- Coordinates and promotes special events;
- Assists in the oversight of printing and on-call marketing services contracts;
- Develops and manages the Public Outreach components of LAVTA's Title VI program;
- Assists with development and implementation of Marketing Plan for LAVTA's services;
- Assists with customer service, including complaint resolution;
- Other duties as assigned

The employee shall work well under pressure meeting multiple and sometimes competing deadlines. The employee shall at all times demonstrate cooperative behavior with colleagues, supervisors, subordinates, contract service provider, external grant funding agencies, and the public.

The work of this position is primarily performed in an office setting, working at a computer, phone, etc.

KNOWLEDGE, SKILLS AND ABILITIES REQUIRED BY POSITION

- Ability to communicate effectively in writing, with clear and concise style;
- Strong grammar, editorial and proofreading abilities;
- Working knowledge of Adobe Creative Suite visual design software, including Illustrator, InDesign and Photoshop;
- Working knowledge of web design and programming, as well as with WordPress web content management system;
- Knowledge of digital marketing techniques, including social media marketing, email direct marketing and search engine optimization;
- Skills, knowledge and understanding of audiences, design principles, marketing strategies, public relations, advertising, and research;
- Knowledge of general principles, methods, practices of public outreach;
- Ability to research and quickly synthesize information;
- Ability to lead and coordinate projects;
- Ability to make effective public presentations;
- Ability to attend to detail and ensure accuracy of information;

LICENSE REQUIREMENTS:

Must possess and maintain a current, valid California Driver's License and satisfactory driving record (periodically drives LAVTA vehicles).

ORGANIZATIONAL RELATIONSHIPS

- Position reports directly to:
Director of Planning and Marketing
- Position coordinates with:
All LAVTA Personnel
LAVTA's Operations Contractor
Representatives of Local, County, Regional, State and Federal Agencies
Local civic groups and businesses
Vendors/contractors
The public

QUALIFICATIONS

Education: Bachelor's degree in Marketing, Mass Communications, Business Administration, Journalism, Public Relations, Public Administration, or related field.

Experience: Three (3) years of experience in marketing and communications, or any combination of training and experience that provides required skills, knowledge, and abilities noted above and including but not limited to the ability to manage projects

effectively and exceptional oral and written communication skills. Graphic design experience is required. Digital marketing experience strongly desired. Experience with transit agency or other public agency or non-profit organization desired.

Additional desired qualifications:

HTML

Supervisory skills

GIS skills

Bi-lingual skills