



Communications and Marketing Manager





SMART: WHO WE ARE

Sonoma-Marín Area Rail Transit (SMART) is the Bay Area's newest passenger rail service providing a safe, reliable and congestion-free transportation option for Marin and Sonoma counties. The current 45-mile system includes stations in the Sonoma County Airport area, Santa Rosa, Rohnert Park, Cotati, Petaluma, Novato, San Rafael, and Larkspur. SMART's system also includes a bicycle and pedestrian pathway along the rail corridor. SMART's rail service includes a Windsor extension, which is slated to open by the end of 2021. Future extensions are planned for Healdsburg and Cloverdale. The full project will provide 70 miles of passenger rail service, connecting SMART passengers with jobs, education centers, retail hubs and housing along the Sonoma-Marín corridor, and a bicycle-pedestrian pathway.

Key Duties Include:

- Plans and directs the creation of marketing and promotional campaigns and District branding to increase ridership and promote safety awareness.
- Responsible for media relations, and acts as District spokesperson; writes news releases, articles and other print materials for public distribution.
- Develops and executes communications plans, including digital content and collateral development. Includes the creation, design and development of

all District external materials, including fact sheets, schedules, informational materials, website and social media content.

- Develops advertising strategies; negotiates and manages advertising programs, including District media advertisements and revenue-generating sales; assists in developing sponsorship and partnership opportunities.
- Organizes special events and outreach activities by identifying goals and objectives, preparing and implementing plans and analyzing results.
- Supervises Community Outreach and Customer Service staff.



COMMUNICATIONS AND MARKETING MANAGER

As the head of the District's Community Outreach Department, the Communications and Marketing Manager is responsible for the setting the strategic vision for SMART's overall communications, marketing, advertising, and branding programs. This is accomplished by creating, implementing and managing SMART's branding, social media and website development, advertising programs, marketing campaigns, special events and public education programs. This position plays a crucial role in managing customer service activities and overseeing programs to measure customer satisfaction and campaigns to increase ridership and affinity. As the leader of SMART's communications efforts, the Communications and Marketing Manager will provide oversight and direction to staff engaged in public information/community outreach activities and will assist Executive staff with media relations and communications. This position reports directly to the General Manager.

THE IDEAL CANDIDATE

SMART's Communications and Marketing Manager will be skilled in creating communications strategies and delivering public information across multiple platforms, including social media. They will have demonstrated success in developing effective relationships with District staff, Board members, Elected Officials, members of the public, and media organizations. The ideal candidate will be a strong, collaborative leader, committed to diversity, with the ability to motivate

a team and drive projects and initiatives forward to completion.

This position requires a strong public speaker with excellent written and verbal communication skills; considerable knowledge of public sector organization, functions, and programs; and the ability to plan and conduct public outreach events and public information meetings. The candidate will have:

- A passion for public service.
- Skill in delivering information to the public via press releases, live camera interviews, newspaper interviews, etc.
- Skill in building and maintaining brand awareness affinity using key industry branding and marketing principles.
- Excellent communication skills with the ability to present to large and diverse groups.
- Experience in creating and implementing public information campaigns and educational programs.
- Knowledge of practices and methods of community relations, public affairs and the dissemination of public information, including information displays, publications and community outreach efforts.
- Knowledge of new trends and innovations in the fields of marketing and customer service.



EDUCATION AND EXPERIENCE

Any combination of education and experience that is equivalent to the following minimum qualifications:

Education: Equivalent to a degree from a four-year college or university with a degree in Marketing, Business, Advertising, Public Administration, Communications or a related field.

Experience: Five (5) years of marketing, public outreach or communications experience; at least one year of experience must be in transportation, public transit or a related field; plus Two (2) years of supervisory experience.

Experience in a public agency or rail transit agency preferred.

Bi-lingual, Spanish speaker desirable.

Possession of a valid California Driver's license is required

COMPENSATION AND BENEFITS

The annual salary for this position is \$137,883 - \$167,606 depending on experience and qualifications. The District also offers a competitive benefits package including medical, dental, vision, life and long-term disability insurance, deferred compensation, flexible spending accounts and participation in the

California Public Employees Retirement System. The retirement formula for new CalPERS members is 2% at 62. Employees currently contribute 6.75% of pre-tax wages.

APPLICATION PROCESS

To be considered, please submit your resume and cover letter to Human Resources Manager, lhansley@sonomamarintrain.org or visit SMART's website to complete an application: <https://secure2.saashr.com/ta/i.SMART.careers?CareersSearch>

The position is open until filled.

For additional information or questions, please contact Lisa Hansley, Human Resources Manager at

(707) 794-3039

lhansley@sonomamarintrain.org

To learn more about SMART visit us online at

www.sonomamarintrain.org.

The Sonoma-Marín Area Rail Transit District is an equal opportunity employer. All qualified applicants are considered in accordance with applicable laws prohibiting discrimination on the basis of race, religion, color, gender, age, national origin, sexual orientation, physical or mental disability, marital status, veteran status or any other legally protected status.

