



**MARKETING REPRESENTATIVE I
MARKETING REPRESENTATIVE II**

FC: VC080, VC081
PB: 02, 03

PC: 715, 715
BU: 31
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*Class specifications are intended to present a descriptive list of the range of duties performed by employees in the class. Specifications are **not** intended to reflect all duties performed within the job.*

DEFINITION

Performs a variety of duties in the development and coordination of District marketing programs; and provides related duties as assigned.

CLASS CHARACTERISTICS

Marketing Representative I--This is the entry level class in the Marketing Representative series. This class is distinguished from the Marketing Representative II by the performance of the more routine tasks and duties assigned to positions within the series. Since this class is typically used as a training class, employees may have only limited or no directly related work experience.

Marketing Representative II--This is the full journey level class within the Marketing Representative series. Employees within this class are distinguished from the Marketing Representative I by the performance of the full range of duties as assigned. Employees at this level receive only occasional instruction or assistance as new or unusual situations arise, and are fully aware of the operating procedures and policies of the work unit. Positions in this class are flexibly staffed and are normally filled by advancement from the I level, or when filled from the outside, have prior experience. This class is distinguished from the Senior Marketing Representative in that the latter possesses a specialized, technical or functional expertise within the area of assignment or may exercise lead supervision over assigned lower level staff.

EXAMPLES OF DUTIES – *Duties may include, but are not limited to, the following:*

1. Performs staff support work responsible for promoting District ridership and communicating with BART customers.
2. Assists in developing, preparing and executing advertising campaigns using a variety of media including print, radio, television and direct mail, including creative development, media planning and placement, ad production and use of pre and post-evaluations to continually refine District advertising efforts.
3. Administers advertising franchise contracts that bring revenue to the District; ensures that payments are accurate; reviews ads, evaluates new proposals; communicates with other departments regarding changes and manages overall relationships with contractors.

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4. Participates in identifying communication gaps; develops and coordinates campaigns to communicate messages related to courtesy, renovation projects, station access, ticket tips, new services and facilities, service quality, job recruitment and other areas.
5. Assists in management of website content; development of website strategies and new enhancements; ensures that the website performance is acceptable; assists in development of new web-based applications.
6. Develops content and graphics for BART newsletters; writes copy, edits, proof-reads and manages print production.
7. Participates in management of brochures, publications, and other collateral; ensures that brochures have a consistent look; writes copy, edits and proofreads and assists in supervision of graphics development and brochure production; develops printing specifications for brochures; obtains bids for brochure production and coordinates printing contracts.
8. Produces and maintains the District's graphic manual and style guide for all in-house and passenger communications.
9. Develops and updates District map and schedule display-case signage; coordinates development and production of these items.
10. Coordinates installation of art in stations; reviews proposals and presents recommendations to board for approval.
11. Responds to marketing inquiries from business, government, and the general public; develops and implements joint marketing campaigns and proposals; coordinates joint marketing campaigns with existing District campaigns.
12. Participates in special events for the District such as openings, ground-breaking and related events; coordinates all vendor-contracts for outside services.
13. Develops joint campaigns and cosponsorships with destination locations and recreational venues to maintain and increase District ridership in off-peak hours; maintains records of trade, values granted and received; manages relationship marketing programs.
14. Produces and maintains the District's graphic manual and style guide for all in-house and passenger communications.
15. Participates in the preparation and administration of the marketing program budget; submits budget recommendations; monitors expenditures.
16. Prepares analytical and statistical reports on operations and activities.
17. Confers with and provides professional assistance to members of district departments on marketing matters.

18. Represents the District in meetings with representatives of governmental agencies, professional business and community organizations and the public.

QUALIFICATIONS

Marketing Representative I

Knowledge of:

Basic principles and practices of advertising, marketing, public relations, and public affairs.
Basic principles of budgeting, purchasing, and accounting.
Methods and techniques of effective written and verbal communication.
Methods and techniques of graphic printing and production.
Current office procedures, methods and equipment including computers and supporting word processing and spreadsheet operations.
Principles and procedures of financial record keeping and reporting.
Related Federal, State and local codes, laws and regulations.

Skill in:

Responding to requests and inquiries from the general public.
Implementing and coordinating marketing programs and services.
Writing a variety of public information communications.
Establishing and maintaining effective working relationships with those contacted in the course of work.
Communicating clearly and concisely, both orally and in writing.
Operating office equipment including computers and supporting word processing and spreadsheet applications.
Must be willing to travel locally and out of state.

MINIMUM QUALIFICATIONS

Education:

A Bachelor's degree in journalism, marketing, public relations, communications, or a closely related field from an accredited college or university.

Other Requirements:

Must possess a valid California driver's license and have a satisfactory driving record.

Substitution:

Professional experience such as assisting in planning a variety of marketing programs may be substituted for the education on a year-for-year basis. A college degree is preferred.

Marketing Representative II

In addition to the qualifications for Marketing Representative I:

Knowledge of:

Principles and practices of advertising, marketing, public relations, and public affairs.

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Principles and practices of budgeting, purchasing, and accounting.

Marketing and advertising concepts and principles.

Principles and practices of marketing services program and project management.

Current trends in marketing and advertising.

Advanced methods and techniques of effective written and verbal communication.

Skill in:

Developing, implementing and coordinating marketing programs and services.

Evaluating and analyzing effectiveness of marketing programs and activities.

Coordinating and overseeing contracted and consultant services.

Working independently in the absence of supervision.

MINIMUM QUALIFICATIONS

Education:

A Bachelor's degree in marketing, journalism, public relations, communications, or a closely related field from an accredited college or university.

Experience:

Two (2) years of (full-time equivalent) verifiable professional marketing program or related experience.

Substitution:

Additional professional experience as outlined above may be substituted for the education on a year-for-year basis. A college degree is preferred.

WORKING CONDITIONS

Environmental Conditions:

Office environment; exposure to computer screens.

Physical Conditions:

May require maintaining physical condition necessary for standing, walking or sitting for prolonged periods of time.

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