



SENIOR MARKETING REPRESENTATIVE

FC: VC082
PB: F
FLSA: Exempt

PC: 880
BU: 31 (AFSCME)
Revised: June 2015

*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 the more complex and difficult work of staff responsible for developing, coordinating and implementing District marketing programs; creates and develops ongoing, scalable marketing programs to increase ridership and overall use of BART services; and performs related duties as assigned.

CLASS CHARACTERISTICS

This is the advanced journey level class in the Marketing Representative series. Positions at this level possess a specialized, technical or functional expertise within the area of assignment or may exercise lead supervision over assigned lower level staff. Employees are typically assigned significant responsibilities above the journey level and often exercise independent judgment in the performance of all duties.

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

1. Performs the more complex and difficult work of staff responsible for promoting District ridership and communicating with BART customers.
2. Develops and executes advertising campaigns using a variety of media including print, radio, television, social media, 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. Coordinates advertising franchise contracts that bring revenues 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.
4. Identifies communication gaps; develops and coordinates campaigns to communicate messages related to courtesy, renovation projects, station

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access, ticket tips, new services and facilities, service quality, job recruitment and other areas.

5. Coordinates website content; develops website strategies and new enhancements; ensures that website performance is acceptable; and develops new web-based applications; develops social media marketing campaigns and monitors users social media engagement.
6. Develops content and graphics for BART newsletters; writes copy, edits, proof-reads, and manages print production.
7. Coordinates the content, design and production of brochures, publications, and other collateral; ensures that brochures have a consistent look; writes copy, edits and proofreads and supervises 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. 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.
11. Develops joint campaigns and co-sponsorships with destination locations and recreational venues to maintain and increase District ridership in off-peak hours; establishes strategic, ongoing relationships with key organizations that support and develop tourism; maintains records of trade values granted and received; manages relationship marketing programs.
12. Produces and maintains the District's graphic manual and style guide for all in-house and passenger communications.
13. Prepares and monitors marketing program budgets; submits budget recommendations; monitors expenditures.
14. Prepares a variety of periodic and special reports; prepares plans, forms, expense report, letters, emails, and other communication as needed.
15. Confers with and provides professional assistance to members of District departments on marketing matters; communicates with other departments and entities on marketing contracts.

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

QUALIFICATIONS

Knowledge of:

- Operations, services, and activities of a public transportation marketing program.
- Advanced methods and techniques of marketing.
- Advanced principles and practices of advertising program development.
- Advanced methods and techniques of graphic and printing production.
- Advanced methods and techniques of effective written and verbal communication.
- Marketing and advertising concepts and principles.
- Principles and practices of marketing services program and project management.
- Principles and practices of budgeting, purchasing and accounting.
- Principles and procedures of financial record keeping and reporting.
- Current office procedures, methods and equipment including computers.
- Applicable computer software applications.
- Related Federal, State and local codes, laws and regulations.

Skill in:

- Independently performing the most difficult marketing tasks.
- Interpreting, explaining and enforcing department policies and procedures.
- Managing various programs and projects to promote BART ridership.
- Increasing District ridership, with a focus on off-peak times and leisure trips.
- Organizing, planning and implementing complex multi-faceted marketing events and programs to communicate with the community and BART customers.
- Creating digital forms of marketing including signage, banners, and social media.
- Copy writing, editing and proofreading various written marketing materials.
- Preparing a variety of effective written, graphic, and verbal communications for public information.
- Evaluating and analyzing effectiveness of marketing programs and activities.
- Preparing clear and concise reports, letters, program outlines and event plans.
- Operating office equipment including computers and supporting word processing and spreadsheet applications.
- Working independently in the absence of supervision.
- Communicating clearly and concisely, both orally and in writing.
- Establishing and maintaining effective working relationships with those contacted in the course of work.

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:

Three (3) years of (full-time equivalent) verifiable professional marketing program or related experience.

Other Requirements:

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

Must be willing to travel locally and out of state.

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 sitting for prolonged periods of time.

EEOC Code: 02

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