



**HUMAN RESOURCES DEPARTMENT
Santa Cruz METRO**

Class Code: 1300-OA70

FLSA Status: Exempt

**Marketing, Communications & Customer Service Director
Bargaining Unit: Management**

DEFINITION:

Under the direction of the CEO/General Manager, the Marketing, Communications and Customer Service Director plans, organizes, directs, develops and coordinates business development, marketing activities, branding and rebranding, acts as Santa Cruz METRO's primary media spokesperson, creates press releases, develops and oversees community outreach events/projects, oversees the content of the Santa Cruz METRO web site and social media, oversees the customer service interfaces of the agency including fare media and fare media distribution, manages the customer complaint process and is responsible for timely and responsive responses, develops, analyzes and oversees all customer surveys, develops and oversees all aspects of the advertising program, both revenue generating and agency promotion, and develops annual business development and marketing plans that include ridership growth targets. Performs other related duties as assigned.

DISTINGUISHING CHARACTERISTICS:

Receives general direction from the CEO/General Manager. Exercises general direction and initiative over customer service and marketing communications. The Marketing, Communications, and Customer Service Director serves as the Department Head and is responsible for all department functions.

EXAMPLES OF DUTIES AND RESPONSIBILITIES:

The duties listed below represent the various types of work that may be performed. The omission of specific statements of duties does not exclude them if the work is related or a logical assignment to this class.

- Manages and conducts marketing studies, market analysis, cost/benefit analysis, customer surveys, and provides economic and financial feasibility analysis where applicable to identify new markets, business opportunities, and customer needs.
- Identifies and contacts potential new and potential partner organizations and customer blocks in order to expand Santa Cruz METRO's ridership.
- Tracks return on investment (ROI) on certain investments made to induce ridership growth.
- Prepares technical and administrative reports, correspondence, written recommendations, and makes oral presentations to the Santa Cruz METRO Board of Directors, management, governmental officials, and other agencies and representatives.
- Supervise the publishing of Headways, the quarterly bus schedules, in both English and Spanish.
- Responds orally and in writing to inquiries and provides information regarding Santa Cruz METRO programs, marketing projects, fares, and other aspects of the organization.
- Assumes the lead in web and print content and partners with the IT department to develop Santa Cruz METRO's web site and social media pages, including updates and expanding the content and appearance of the site. Ensures that all electronic correspondence complies with Americans with Disabilities requirements.
- Develops, coordinates, implements and grows Santa Cruz METRO's advertisement and marketing programs for revenue generation, to promote Santa Cruz METRO services, and to build ridership.



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- Serves as Santa Cruz METRO's lead spokesperson (PIO) and media contact (Public Relations) for information relating to Santa Cruz METRO and collaborates with and shares responsibility for media contact with the Manager of Safety, Security and Risk during security or crisis events.
- Works in conjunction with Santa Cruz METRO's planning department to develop public outreach for route changes, short range transportation plan, grant activities, and other events and functions in which Santa Cruz METRO should interface with the public and seek public input.
- Develops tools and procedures to ensure Santa Cruz METRO creates and fosters an environment of transparency.
- Oversees various public relations activities and functions designed to increase public awareness of, and promote the use of, public transportation using written materials, web, social media, and other forms of communication.
- Responsible for the development of a Marketing Plan, its annual updates and annual marketing budget.
- Responsible for developing a proposal for branding and re-branding the agency.
- Responsible for developing and implementing an annual customer survey and presenting the results to the CEO/General Manager and the Board along with survey results trend analysis.
- Develops Key Performance Indicators (KPI's), scorecards, dashboards, and other analysis tools that will assist the CEO/General Manager in his/her goals of measuring productivity, efficiencies and to set stretch goals.
- Performs other duties as assigned.
- Perform as a hand on "working" Manager.

EMPLOYMENT STANDARDS:

Knowledge of:

- Principles, practices, and techniques relating to marketing.
- Mass marketing and public relations techniques including the ability to utilize video, print, and social media to communicate information to the public.
- Program analysis, cost/benefit evaluation, budget preparation, capital and financial forecasting techniques, project management and project control.
- Principles of advertising and promotional program development and evaluation.
- Principles and practices of strategic communications, and community outreach.
- Branding principles and procedures.
- Customer service principles and practices.
- Survey techniques.

Ability to:

- Provide in-depth analysis of market trends and supporting recommendations.
- Plan, organize, and direct Santa Cruz METRO's customer service, fare media, and marketing programs.
- Prepare administrative and complex technical reports, correspondence, and written recommendations.
- Make effective oral presentations.
- Prepare budget forecasts and projections of revenues and expenditures plans for planning projects. Assist in capital project budget preparation.
- Direct, organize, and evaluate departmental programs and the performance of staff.



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- Serve as the spokesperson for the agency and represent Santa Cruz METRO in a professional and courteous manner.
- Communicate strategically and effectively in oral and written form.
- Establish and maintain effective working relationships with employees, union representatives, Board members, stakeholders, elected and appointed officials, media representatives, and members of the public.
- Advanced knowledge of various Microsoft Suites and graphic software

MINIMUM QUALIFICATIONS:

Education, Training and Experience:

Bachelor's degree from an accredited college in public relations, marketing, business, with an emphasis/minor in Marketing, or a closely related field.

AND

Five (5) years professional experience the public or private sector working in marketing or communications, including two (2) years supervisory experience, preferably in a public agency. Familiarity with transit agency or transportation system activities and functions is highly desirable. Experience in a large public organization is preferred.

LICENSES AND CERTIFICATES:

A valid Class C driver license and safe driving record is required at the time of application. A valid Class C State driver license is required at the time of appointment and must be maintained throughout employment.

SPECIAL REQUIREMENTS:

- Must be able to work extended hours as needed, often outside regular business hours as required by the CEO and the demands of the job.
- Must maintain strictest confidentiality.
- Must participate in professional development activities.
- Requires occasional travel.

PHYSICAL AND MENTAL DEMANDS:

The physical and mental demands described here are representative of those that must be met by employees to successfully perform the essential functions of this class. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Physical Demands

While performing the duties of this job, the employee is regularly required to sit, walk and stand; talk and hear; use hands to finger, manipulate, handle, feel or operate objects, tools or controls; reach with hands and arms; and perform repetitive movements of hands or wrists. The employee is regularly required to bend and twist at the neck, reach with hands and arms. Occasional standing, walking, overhead reaching and lifting up to 20 pounds unaided is required. Specific visual abilities required for this job include close vision, distance vision, and the ability to adjust focus.



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Mental Demands

While performing the duties of this job, an employee uses written and oral communication skills; reads and interprets data, information and documents; analyzes and solves problems; uses math and mathematical reasoning; performs highly detailed work; deals with multiple concurrent tasks; and interacts with others encountered in the course of work.

Work Environment:

The employee typically works in an office environment where the noise level is usually quiet. May require availability to work a flexible schedule.

OTHER CONDITIONS OF EMPLOYMENT:

Must pass requisite background check.

- *Adopted: November 2017
- *BOD Approved: 01-26-18
- *Revised: 00-00-00
- *Job Family: Professional- Customer Service