



## Alameda Contra Costa Transit District Classification Specification

Exhibit-B

### Director of Marketing, Communications, and Customer Services

Class Code	FLSA Status	EEO-CAT	Represented Status	Salary Grade	Effective Date	Resolution #
634	Exempt	EEO4-Officials & Managers	Unrepresented	14	04/12/2023	23-019

**DEFINITION:** ~~Under policy direction; directs, plans, organizes and coordinates the activities of the Marketing and Communications Department; and provides agency-wide consultation and technical direction in areas such as marketing, communications, and public affairs and information.~~ Under administrative direction, oversees through subordinate managers/supervisors, all functions and activities within the Marketing, ~~and~~ Communications, and Customer Services department; formulates departmental policies, goals, and directives; coordinates assigned activities with other District departments; provides highly responsible and complex professional consultation and guidance to executive management and District staff in the area(s) of expertise. The incumbent is responsible for all facets of ~~marketing and communications~~ marketing, communications, and customer services activities, programs, and staff. Incumbents in the role coordinate the activities of the department with those of other District departments/divisions, and outside entities; accomplish departmental planning, operational goals, and strategic objectives; furthers the District's goals, and objectives within general policy guidelines

This classification is differentiated from the departmental management level classifications in that the Director is responsible for short and long-term direction and planning of multiple services and operational units within the Marketing, ~~and~~ Communications, and Customer Services department. This is an at-will, unrepresented classification.

### **REPRESENTATIVE FUNCTIONS** may include, but are not limited to the following:

- ~~Provides leadership to the Marketing, & Communications and Customer Services department; selects, trains, motivates, and directs department personnel; evaluates and reviews work for acceptability, and conformance with department standards; conducts performance evaluations; works with employees on performance issues provides constructive feedback on performance and behaviors; implements discipline and termination procedures; responds to staff questions and concerns.~~
- ~~Develops, directs, and oversees the implementation of strategies, goals, objectives, policies, procedures and work standards for the department.~~
- ~~Through subordinate levels of supervision, develops, directs, and coordinates the overall work plan of the department; contributes to the department's service quality through the development and implementation of policies and procedures to meet legal requirements, District needs, and strategic objectives; continuously monitors and evaluates the efficiency, and effectiveness of service delivery methods and procedures; assesses and monitors the distribution of work, support systems, and internal reporting relationships; identifies opportunities for improvement; directs the implementation of change.~~
- ~~Manages, develops, and administers the department annual budget; directs the forecast of additional funds needed for initiatives, projects, staffing, equipment, materials, and supplies; directs the monitoring of, and approves expenditures; directs and implements adjustments, as needed.~~
- ~~Oversees the planning, development, and implementation of marketing, communications and customer services strategies, including social media, print, digital content and email marketing to promote greater use of the District's services and programs.~~
- ~~Engages customers by directing the development and execution of sound marketing, communications, and customer services strategies based on market and consumer research.~~
- ~~Ensures consistency and clarity of external communications messaging across District channels and platforms, partnering with key stakeholders to develop marketing, communication, and customer service plans~~
- ~~Ensures that the brand identity, messaging, marketing, and communications strategy are incorporated through all AC Transit assets and channels and develops compelling brand strategies that support the District's goals and objectives.~~



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- Directs the development and implementation of the District's social media strategy and expands social media followers through organic and curated content to increase engagement and relationship-building
  - Directs efforts to maximize the District's external revenue streams through management of external advertising revenue, fare and tickets sales, and ridership building programs.
  - Develops and directs the coordination of promotional sponsorship and partnership opportunities with private entities, as well as other public agencies, as approved by Executive Leadership.
  - Works with customer service staff to develop work plans, review and evaluate work methods and procedures, and meet with key staff to identify and resolve problems.
  - Oversees staff and activities of the Customer Service Center and directs Customer Services staff to create and implement customer education and outreach programs, reviews and ensure compliance with board policies and internal standard operating procedures.
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- Works closely with District management staff regarding the development and implementation of long- and short-term strategies for the delivery of effective marketing and communications programs District-wide.
  - Directs the development and implementation of agency-wide marketing and ~~public information communications~~ programs designed to communicate the District's services, expand ridership, and create and maintain a favorable understanding of public transportation, and community-wide awareness of transit issues.
  - ~~Develops and/or oversees the development of complex written reports, printed materials, and multi-media presentations intended to market and promote the services of the District;~~
  - ~~Represents department programs and activities with the Board of Directors, other departments, elected officials, and outside agencies; coordinates assigned activities with those of other departments and outside agencies and organizations as needed.~~
  - ~~Develops and/or oversees the development of complex written reports, printed materials, and multi-media presentations intended to market and promote the services of the District.~~
  - ~~Stays abreast of changing procedures, innovations, and emerging technologies pertaining to marketing and communications; communicates business implications, and potential impact to all key stakeholders including the Board of Directors, executive management, other District staff, and various public and private entities.~~
- Prepares and delivers presentations to diverse audiences, including District staff, the public, the Board of Directors, other elected officials, and local and state agencies.~~Provides technical direction to managerial, professional, and technical staff carrying out marketing, and communications functions.~~
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- ~~Consults with and makes oral reports and presentations on transit related issues to District staff and external groups including local and regional agencies, business groups, and community organizations; to inform them of District plans and programs, and to obtain their perspectives on the impact that District activities on their constituencies.~~
  - ~~Provides technical direction to managerial, professional, and technical staff carrying out marketing, and communications functions.~~
  - ~~Participates in the selection of staff, provides or coordinates staff training, works with employees to correct deficiencies, implements discipline procedures, and recommends employee terminations.~~
  - ~~Develops, prepares, and administers the budget of the Marketing and Communications Department.~~
  - ~~Makes presentations to the Board of Directors, and Executive staff.~~
  - Performs related duties as required.

### MINIMUM QUALIFICATIONS

**Knowledge of:** Principles, policies, and practices of marketing, ~~and communication, and customer services~~ strategies, public affairs, and public policy development and implementation; administrative principles and practices,



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including the development of goals and objectives, program and work organization and evaluation and supervision of staff through subordinate managers/supervisors for training, employee and organizational development, leadership, team building, motivation and conflict resolution; principles and practices of budget preparation, budget development and administration; familiarity with digital marketing and social media tools and technologies; experience overseeing the design and production of print materials and publication, website management, and digital/social media content creation and management; brand development and management; advertising, creative development, marketing, public information, and media planning; principles of supervision, training, employee and organizational development, leadership, team building, motivation and conflict resolution; effective marketing, communication, and presentation techniques; business report writing; pertinent local, state and federal laws, rules and regulations; current office systems; marketing and communications software; and current software for word processing, spreadsheets, and presentation, at the advanced level of proficiency; principles and practices of project management and administration; principles and practices of policy development and implementation; techniques for providing a high level of customer service by effectively working with the public, vendors, contractors, and District staff.-

**Ability ~~t~~To:** Direct the work of managerial, professional, technical and clerical staff performing a variety of marketing and communications functions; effectively train and evaluate staff; prepare and administer a department budget; effectively manage the activities of advertising and marketing services; apply collaborative work strategies and gain the cooperation of members of the public and employees at all levels of the organization; analyze issues and develop alternative solutions; prepare, analyze, and evaluate comprehensive marketing programs, communications approaches, and written reports with recommendations; write effective marketing materials; make effective oral and multi-media presentations to a variety of audiences; meet multiple deadlines; and establish and maintain positive working relationships with those encountered in the course of work using principles of excellent customer service. Effectively direct, develop and monitor goals, objectives, policies, procedures and work standards for assigned marketing and communications programs and the department; provide for the hiring, professional development, work review, and evaluation of staff; develop and administer budgets; communicate clearly both orally and in writing; analyze issues and develop alternative solutions; prepare, analyze, and evaluate comprehensive marketing programs, communications, and social media approaches, and written reports with recommendations; develop effective marketing materials; make effective oral and multi-media presentations to a variety of audiences; meet multiple concurrent deadlines; effectively represent the District in negotiations with contractors, consultants, and representatives of District jurisdictions; communicate ideas and concepts accurately, concisely, and in a compelling manner to all stakeholders; quickly learn and proficiently use current and newly developed software and databases as required by the demands of the job; use initiative, discretion and sound independent judgment within general policy guidelines; establish and maintain effective working relationships using principles of excellent customer service.

**Education:** Equivalent to a ~~b~~Bachelor's ~~d~~Degree from an accredited four-year college or university in, marketing, public relations, communications, or a closely related field.

**Experience:** Eight ~~Seven~~ (87) years of increasingly responsible experience in marketing and communications services that included four (4) years of experience supervising professional staff in a ~~a major~~ marketing or communications functional area such as marketing, advertising, public relations, or related field, or public information.

**License & Certification(s):** None.

**Physical Requirements:** Must maintain the physical condition necessary to perform tasks in an office setting operating a personal computer, keyboards, and other peripheral equipment. Must maintain the physical condition necessary to: (1) perform tasks in an office setting operating a personal computer, keyboards, and other peripheral equipment; and (2) possess physical mobility in order to direct or conduct field studies, and attend external meetings and events.



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**Special Requirements:** Must be willing to: (1) work outside regular business hours as required and (2) travel between the various District facilities; ~~M~~must be able to travel ~~in order~~ to attend a variety of community and governmental meetings, ~~during and outside regular business hours.~~

Established Date:

Revision Date: 09/13/2013, (Res #. 1117)