

MARKETING MANAGER

STATUS: Non-Exempt

SALARY: \$77,000 - \$110,000 per year
(\$37.02 - \$52.88 per hour)**SUMMARY**

Under the direction of the tenured Marketing Manager, and responsible to the Director of Rail Services, the Marketing Manager will oversee designated marketing department staff, consultants, and goals related to stakeholder engagement, passenger and community development, grassroots outreach, and marketing campaign organization of the San Joaquin Regional Rail Commission (SJRRRC), which owns and operates the Altamont Corridor Express (ACE) rail service, and San Joaquin Joint Powers Authority (SJJPA), which is the managing agency for the San Joaquins Intercity Passenger Rail service.

REPRESENTATIVE DUTIES

This list is intended to indicate the general nature and level of work performed by employees within this classification and is not designed to be interpreted as an exhaustive listing of all tasks required of employees assigned to this position.

REPRESENTATIVE DUTIES IN ALL ASSIGNMENTS:

1. Develop, implement, and report on overall outreach and marketing plans, in cooperation with other agency departments, including budget projections and strategies to maximize outcomes and leverage resources within the budget restrictions.
2. Manage targeted advertising and outreach efforts in the corridors to grow ridership, build stakeholder engagement, perform targeted marketing campaigns, and report work completed to the agency leadership and Governing Boards.
3. Lead marketing staff and consultants to perform creative and effective marketing campaigns.
4. Research, target, and engage with organizations throughout the corridor to form reciprocal marketing relationships.



5. Supervise personnel and consultants responsible for social media and technology outreach, advertising, promotional activities, as well as graphic design and collateral materials.
6. Participate in efforts related to customer experience including Wi-Fi, a café car, and stations.
7. Manage relationships with operators to ensure the customer experience is maximized and needed resources are allocated to marketing and agency initiatives.
8. Write/edit articles and posts for the various online and hard copy agency communication tools, such as blogs, newsletters, and social media sites.
9. Coordinate and perform a variety of presentations on behalf of the agency.
10. Manage marketing consultants that perform advertising, stakeholder engagement, and grassroots marketing activities.
11. Coordinate and summarize relevant data, stories, and feedback from staff and consultant efforts to report to the Board and demonstrate Return on Investment.
12. Ensure all information related to ACE and the San Joaquins is distributed in the most effective manner for the community, including language needs, location of information, and ways of soliciting feedback.
13. Ensure staff and consultants are working with a diverse range of stakeholders, including; economic development groups, community groups, non-profit groups, disadvantaged communities, minority, and Spanish speaking constituencies, rail advocacy groups, environmental groups, housing and downtown sustainability groups, businesses that may be able to support additional ridership, etc.
14. Manage staff and consultant efforts with regional, state, and federal officials to secure resources to support existing rail services and expansion.
15. Develop and implement strategies to build community and business support in market areas for service expansion.
16. Perform other duties as assigned or required.

QUALIFICATION GUIDE**Knowledge of:**

- Project management and project delivery.
- Budgeting for multiple programs.
- Effective people management strategies.
- Marketing and advertising best practices (including digital marketing).
- Current social media strategies.
- Customer service best practices.
- Effective community outreach strategies and securing public feedback.
- Building and cultivating teamwork and support of agency goals.

Ability to:

- Communicate clearly, properly, and effectively to various and diverse audiences both orally and in writing.
- Manage marketing activities and campaigns based on best practices and past data.
- Ability to manage multiple strategic and tactical tasks.
- Measure and report program results and tweak when necessary.
- Establish and maintain cooperative working relationships both internally and externally.
- Must be detail-oriented and set high standards for quality.
- Maintain records associated with procurements, contracting, and finances.
- Make informed, collaborative, and appropriate decisions on behalf of the agency/department.
- Encourage and mentor employees to perform above and beyond expected goals and objectives.
- Creatively position the agency in new and innovative marketing partnerships.
- Lead in an environment of adaptation and change to environmental conditions.
- Must have ability to work within a team, build relationships and work effectively at all levels of an organization.
- When necessary, spend a significant amount time out of the office in the corridor for stakeholder and marketing partnership meetings and presentations.



EDUCATION AND EXPERIENCE

Bachelor's Degree with a major in Marketing, Communications, Community Relations, or a related field and ten years of related job experience, which must have included at least three years of supervising both staff and consultants.

- Demonstrated program and budget development are required.

WORKING CONDITIONS/PHYSICAL REQUIREMENTS

(The physical demands described are representative of those that must be met by the employee to successfully perform the essential functions of this job.)

Positions in this class typically require:

- Work may be performed in a stressful, fast-paced office environment, depending upon the assignment.
- Ability to understand verbal communication and to respond effectively.
- Reaching, grasping, feeling, talking, hearing, seeing, frequent lifting of 5-30 pounds and occasionally 30-70 pounds, and repetitive motions.
- Standing and/or sitting for long periods of time.
- May be exposed to dust and/or various outdoor environmental conditions.

Positions in this class may also include these factors:

- Hazardous physical conditions.
- Intense noise.
- Travel.



OTHER REQUIREMENTS

- Must possess and maintain a valid Driver's License.
- Frequent driving within the ACE and San Joaquin Corridors.
- Irregular work hours.

San Joaquin Regional Rail Commission (SJRRRC) has a strong commitment to the community we serve and our employees. As an equal opportunity employer, we strive to have a workforce that reflects the community we serve. No person is unlawfully excluded from employment opportunities based on race, color, religion, national origin, sex (including gender identity, sexual orientation, and pregnancy), age, genetic information, disability, veteran status, or other protected class.

SJRRRC is committed to providing reasonable accommodations to applicants and employees who need them because of a disability or to practice or observe their religion, absent undue hardship.

Additional Employment Information

GENERAL BENEFITS PACKAGE

- Choice of PPO or HMO plans. 100% employee coverage, 70% dependent coverage
- Vision, dental, and life insurance programs
- Agency contribution equivalent of 15% of employee's base salary to a defined contribution plan (401(a)); five-year vesting program
- Sick leave accrued at 12 days per year
- Vacation leave accrued starting at 10 days per year
- 10 observed holidays
- Floating holidays accrued at four days per year
- Optional deferred compensation program (457)

MIDDLE MANAGER BENEFITS PACKAGE

- Agency contribution equivalent of 1% of employee's base salary to a defined contribution plan (457)
- 40 Hours of Administrative Leave/Year

SELECTION PROCESS

SJRRC seeks to employ persons whose backgrounds and abilities enhance the diversity of the demographics of the community it serves. The selection process is based on merit, and shall extend to all candidates a fair, impartial examination of qualifications based on job-related criteria.

Applicants best matching the requirements of the position will be invited to take an assessment, if applicable, and an initial interview. Applicants successful in the assessment and initial interview may be asked to return for additional interviews as warranted. The candidate will be required to successfully complete a drug and alcohol test, background report and physical examination prior to appointment.

Additional Employment Information

TO APPLY

Interested applicants must submit both a resume and SJRRC application for employment by email to hr@acerail.com, or mail to:

San Joaquin Regional Rail Commission
Attn: Human Resources
949 East Channel Street
Stockton, CA 95202

Applications can be downloaded from the SJRRC website at www.sjrrc.com or picked up at the above address. SJRRC is an Equal Employment Opportunity Employer.

For more information about SJRRC, please visit www.sjrrc.com.
For more information about ACE, please visit www.acerail.com.
For more information about SJJPA, please visit www.sjjpa.com.
For more information about Amtrak San Joaquins, please visit www.amtraksofjoaquins.com.