



## DIRECTOR OF MARKETING AND RESEARCH

JC: XF132  
PB: 12  
FLSA: Exempt

BU: 95 (NR)  
Created: October 2000  
Revised: June 2019

*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**

Under general direction, directs the marketing efforts for BART, which includes customer research and advertising strategies; oversees programs designed to measure customer satisfaction and enhance ridership; coordinates assigned activities with other departments and outside agencies; provides highly responsible and complex administrative support to the Assistant General Manager, External Affairs; and performs related duties as assigned.

### **CLASS CHARACTERISTICS**

This is a director-level classification fully responsible for the administration and management of a major department. Classifications at this level generally guide operations through the establishment of objectives, policies, rules, methods, and standard. The incumbent manages, through subordinate staff, short and long term marketing work plans and programs to create a strong and positive image for the District, and is accountable for accomplishing all department goals and objectives and for furthering District goals and objectives within general policy guidelines. This classification is distinguished from the Assistant General Manager, External Affairs in that the latter is responsible for the overall management responsibilities for the External Affairs Office and reports directly to the General Manager.

### **REPORTS TO:**

This position reports to the Assistant General Manager, External Affairs.

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

1. Assumes full management responsibility for all department services and activities including development and direction of all District marketing activities and promotional programs to measure customer satisfaction and programs to enhance ridership.
2. Oversees business outreach, and station and train advertising contracts; recommends and administers policies and procedures.
3. Directs development and implementation of departmental goals, objectives, policies and priorities for each assigned program; recommends and administers policies and procedures.

## Director of Marketing and Research

Page 2

4. Modernizes ad infrastructure and increase BART earnings from paid advertising on the system.
5. Responds to and resolves difficult and sensitive citizen inquiries and complaints.
6. Establishes, within District policy, service and staffing levels; monitors and evaluates the efficiency and effectiveness of service delivery methods and procedures; allocates resources accordingly.
7. Plans, directs and coordinates Marketing and Research Department's work plan; assigns projects and programmatic areas of responsibility; reviews and evaluates work methods and procedures; meets with key staff to identify and resolve problems.
8. Reviews and approves survey research methodology and analysis; reviews sampling plans, instruments, field work, data entry and coding, and statistical analyses; participates in completion and review of final reports.
9. Conducts organizational studies, investigations and operational studies, recommends modifications to performance and research programs, policies, and procedures to strengthen BART brand. Reviews and evaluates customer acceptance of new services, facilities and equipment.
10. Develops and administers department budget; approves the forecast of funds needed for equipment, materials and supplies; approves expenditures and implements budgetary adjustments as appropriate and necessary.
11. Assesses and monitors employee work load, administrative and support systems, reporting relationships and identifies opportunities for improvement; directs and implements changes.
12. Prepares requests for proposal for market, research, display and other contracts; negotiates, administers and ensures contract compliance with contractual obligations.
13. Develops promotional programs with third party vendors and media; coordinates marketing efforts with the Public Information Marketing Committee and other external transit agencies.
14. Develops, plans, and directs customer information programs to improve customer satisfaction and public support for BART funding and initiatives.
15. Guides development and legislation related to assigned areas of responsibility; evaluates impact upon District operations; recommends and implements policy and procedural improvements.
16. Selects and manages outside contractors responsible for producing promotional materials, information, and advertising; reviews and approves the work of contractors.
17. Selects, trains, and evaluates assigned personnel; provides or coordinates staff training; works with employees to correct deficiencies; implements discipline and termination procedures.
18. Represents the Marketing Department to other departments, elected officials and outside agencies; coordinates assigned activities with those of other departments and outside agencies and organizations.

19. Participates on a variety of boards, commissions, and committees; prepares and presents staff reports and other necessary correspondence

## **QUALIFICATIONS**

### **Knowledge of:**

- Operations of a comprehensive marketing and advertising program.
- Principles and practices of marketing and promotion program development and administration.
- Principles and practices of policy and program development and administration.
- Principles and practices of contract administration.
- Methods and techniques of advertising, marketing, media planning and program development.
- Methods and techniques of survey research, statistical and financial analysis.
- Methods and techniques of audio, video, and print production.
- Principles and practices of budget preparation and administration.
- Principles of supervision, training and performance evaluation.
- Related Federal, State and local laws, codes and regulations.
- Brand development and management.
- Working with diverse communities.
- Digital advertising and ad campaigns.
- Web, mobile, social media and payment technologies.
- Complex Bay area travel market.

### **Skill in:**

- Managing a comprehensive marketing, research, service evaluation, and advertising program.
- Developing and administering departmental goals, objectives and procedures.
- Analyzing and assessing policies and operational needs and making appropriate adjustments.
- Identifying and responding to sensitive community and organizational issues, concerns and needs.
- Delegating authority and responsibility.
- Directing activities of contracted and consultant services.
- Selecting, supervising, training and evaluating staff.
- Researching, analyzing and evaluating new service delivery methods and techniques.
- Preparing clear and concise administrative and financial reports.
- Preparing and administering large and complex budgets.
- Interpreting and applying applicable Federal, State and local policies, laws and regulations.
- Communicating clearly and concisely, both orally and in writing.
- Establishing and maintaining effective working relationships outside contractors.
- Designing and using computerized databases.
- Setting goals and objectives.
- Customer service and satisfaction.

## **MINIMUM QUALIFICATIONS**

### **Education:**

A Bachelor's degree in marketing, communications, statistics, business administration, or a related field from an accredited college or university.

**Experience:**

Seven (7) years of (full-time equivalent) verifiable professional marketing or market research experience which must have included at least three (3) years of management responsibility.

**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 walking, standing or sitting for prolonged periods of time.

**BART EEO-1 Job Group:** 0500 – Executives/Managers  
**Census Code:** 0050 – Marketing/Sales Managers  
**Safety Sensitive:** No