



MANAGER OF ADVERTISING FRANCHISE PROGRAM

JC: 000167

PG: AFI

BU: 31 (AFSCME)

FLSA: Exempt

*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

Directs, manages, supervises and coordinates the activities of BART's Advertising Franchise Program; coordinates advertising-related activities in conjunction with private and public agencies; provides highly responsible and complex administrative support to the Department Manager, Marketing & Research; and performs related duties as assigned.

CLASS CHARACTERISTICS

This class is responsible for managing the activities and operations of BART's Advertising Franchise Program which includes ensuring revenue levels are maintained, ensuring compliance with advertising content guidelines/laws/restrictions, evaluating and negotiating financial terms, and overseeing the design and construction of new advertising installations. This class is distinguished from the Department Manager, Marketing & Research in that the latter is responsible for all activities and operations of the Marketing & Research Department.

REPORTS TO

State the classification to which this classification directly reports.

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

1. Assumes management responsibility for successful operation of Advertising Franchise; Acts as primary point of contact for Franchisee executive, sales, operations, and digital advertising teams across multiple offices, and acts as liaison to all other projects and facilities at BART; oversees station access authorizations, graffiti, vandalism and repairs, and responds to complaints.
2. Oversees project management during planning, engineering and construction of new advertising installations, assessing feasibility, constructability, budgets, schedules, compliance with BART construction standards, electrical and structural plans, permitting, track allocation, safe clearance, and safety monitor support for construction.
3. Ensures contract terms are met, including requirements related to safety and training, audits, letters of credit, insurance, ad content, financial reporting and BART budgeting.
4. Evaluates and secures approval to implement new opportunities for advertising revenue; manages solicitation of proposals for future Advertising Franchise agreements; develops requests for proposals, conducts industry outreach, participates in selection process, and executes agreements.

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5. Assists in the preparation/development of Board briefings, presentations, contract amendments, Executive Decision Documents and resolutions for Board adoption.
6. Provides professional and complex support to assigned management staff; develops, plans, organizes, directs, administers, reviews and evaluates complex programs and activities within area of assignment.
7. Makes recommendations for action and assists in the development and implementation of policies, procedures, goals and objectives.
8. Conducts a variety of organizational, operational and analytical studies and investigations; recommends modifications to existing programs, policies and procedures as appropriate; prepares a variety of formal reports.
9. Participates in the development and administration of the advertising franchise budget; approves the forecast of funds needed for vendors, equipment, materials and supplies; approves expenditures and implements budgetary adjustments as appropriate and necessary.
10. Directs, coordinates and reviews the work of staff and outside contractors; plans and coordinates staff meetings regarding assigned projects and programs; serves as liaison between departments to ensure program and project implementation within budget.
11. Explains, justifies and defends advertising programs and activities; negotiates and resolves sensitive and controversial issues.
12. Attends and participates in professional group meetings; stays abreast of new trends and innovations in the field of marketing.
13. Responds to and resolves difficult and sensitive citizen inquiries and complaints.

QUALIFICATIONS

Knowledge of:

- Operations and economics of a comprehensive advertising franchise program.
- Principles and practices of marketing and promotion program development and administration.
- Methods and techniques of advertising, marketing, and media planning.
- Methods and techniques of market research, financial analysis and program development.
- Methods and techniques of audio, video, and print production.
- Principles and practices of budget preparation and administration.
- Related Federal, State and local laws, codes and regulations.

Skill in:

- Managing a comprehensive marketing and advertising program.
- Identifying and responding to sensitive community and organizational issues, concerns and needs.
- Planning, organizing, and coordinating work efforts of inter-departmental and outside agencies.
- Directing activities of contracted and consultant services.

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- 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.
- Selecting, supervising, training and evaluating staff
- Operating office equipment including computers and supporting word processing and spreadsheet applications.
- 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 with those contacted in the course of work.

MINIMUM QUALIFICATIONS:

Education

A Bachelor's degree in marketing, communications, journalism, English, or a related field from an accredited college or university.

Experience

Five (5) years of (full-time equivalent) verifiable professional advertising, marketing or business development experience, including two (2) years of supervisory and administrative 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 sitting for prolonged periods of time.

BART EEO-1 Job Group: 1500 – Supervisors/Other
Census Code: 0040 – Advertising & Promotions Mgrs
Safety Sensitive: No

CLASSIFICATION HISTORY

Created : January 2018
Reviewed: April 2023