



PRINCIPAL MARKETING REPRESENTATIVE

FC: VC084
PB: H
FLSA: Exempt

PC: 890
BU: 31 (AFSCME)
Revised: March 2015

*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

Plans, coordinates, and performs the most complex and difficult work of staff responsible for developing, coordinating and implementing District communication and marketing programs; may supervise, assign and review the work of staff responsible for developing, coordinating and implementing District marketing programs; applies strategic thinking to communicating new and existing policies and practices to customers; provides highly responsible assistance to the Chief Marketing Officer, Department Manager: Marketing and Research, and Department Manager: Communications; and performs related duties as assigned.

CLASS CHARACTERISTICS

This is the highest level within the Marketing Representative series. Positions at this level perform the most complex duties assigned to the series and may be responsible for participating in supervising, assigning, planning and evaluating the quantity and quality of work of subordinate staff. Incumbents assist management and executive staff in planning and implementing broad marketing campaigns and often exercise independent judgment in the performance of all duties.

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

1. Develops, plans, and implements a variety of comprehensive customer communication campaigns and strategies to promote District ridership and foster communication with BART customers.
2. Oversees the development, planning and execution of advertising campaigns using a variety of media including print, radio, television and direct mail, including creative development, media planning and placement, ad production and use of pre- and post-evaluations to continually refine District advertising efforts.

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3. Develops, plans and implements employee communication campaigns to foster the understanding and sensitivity to various safety/security issues.
4. Administers advertising franchise contracts that bring revenues to the District; ensures that payments are accurate; reviews ads, evaluates new proposals; communicates with other departments regarding changes and manages overall relationships with contractors.
5. Identifies communication gaps and resource needs; develops and coordinates campaigns to communicate messages related to renovation projects, station access, ticket tips, new services and facilities, service quality, etc.
6. Assists in developing website strategies and content for BARTable website and bart.gov co-sponsorship partner and marketing pages; coordinates the content, design, and production of marketing materials and collateral for specific co-marketing programs.
7. Develops and recommends, within District policy, appropriate service, staffing and contracting levels for internet-based programs and other marketing technologies; monitors, evaluates and ensures that website performance is acceptable; and develops new web-based applications.
8. Oversees the development or develops content and graphics for BART newsletters; writes copy, edits, proof-reads and manages print production.
9. Oversees and plans digital communications, such as websites, email marketing, SMS/text messaging, and social media.
10. Manages brochures, publications, and other collateral; ensures that brochures have a consistent look; writes copy, edits and proofreads and supervises graphics development and brochure production; develops printing specifications for brochures; obtains bids for brochure production and coordinates printing contracts.
11. Oversees the production and maintenance of the District's graphic manual and style guide for all in-house and passenger communications.
12. Oversees and ensures the development and update of District map and schedule display-case signage; coordinates development and production of these items.
13. Responds and interacts frequently with departmental and executive level managers to plan, execute and accomplish broad marketing campaigns and goals.

14. Serves as lead to respond to marketing inquiries from business, government, and the general public; develops and implements joint marketing campaigns and proposals; coordinates joint marketing campaigns with existing District campaigns.
15. Develops joint campaigns and co-sponsorships with destination locations and recreational venues to maintain and increase District ridership in off-peak hours; maintains records of trade values granted and received; manages relationship-marketing programs.
16. Manages and monitors marketing program budgets; submits budget recommendations; monitors expenditures.
17. Prepares and presents a variety of periodic and special reports to department and executive level managers.
18. Represents the District in meetings with representatives of governmental agencies, professional business and community organizations and the public.

QUALIFICATIONS

Knowledge of:

- Operations, services and activities of a public transportation marketing program.
- Advanced methods and techniques of marketing.
- Advanced principles and practices of advertising program development.
- Advanced methods and techniques of graphic and printing production.
- Advanced methods and techniques of effective written and verbal communication skills.
- Internet marketing, design, and production of advertisements on the internet.
- Principles and practices of the marketing services program and project management.
- Principles of supervision, training and performance evaluation.
- Principles and practice of budgeting, purchasing, accounting, record keeping and reporting.
- Current office procedures, methods and equipment including computers.
- Applicable computer software applications.
- Related Federal, State and local codes, laws and regulations.

Skill in:

- Independently developing, planning and implementing marketing and communication campaigns using a variety of media.
- Managing various programs and projects to promote BART ridership.
- Interpreting, explaining and enforcing department policies and procedures.

- Organizing, planning and implementing complex multi-faceted marketing events and programs.
- Effectively using the internet for marketing, advertising, and communicating.
- Copy writing, editing and proofreading various written marketing materials.
- Preparing a variety of effective written, graphic and verbal communications for public information.
- Successfully negotiating in order to find common ground, solutions, and alternatives.
- Evaluating and analyzing effectiveness of marketing programs and activities.
- Selecting, supervising, training and evaluating staff.
- Preparing clear and concise reports, letters, program outlines and event plans.
- Operating office equipment including computers and supporting word processing and spreadsheet applications.
- 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, journalism, public relations, communications, or a closely related field from an accredited college or university.

Experience:

Four (4) years of (full-time equivalent) verifiable professional marketing program or related experience.

Other Requirements:

Must possess a valid California driver's license and have a satisfactory driving record.

Must be willing to travel locally and out of state.

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.

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