



JOB TITLE:	MARKETING REPRESENTATIVE	DIVISION:	DISTRICT - MARKETING AND COMMUNICATIONS
REPORTS TO:	DIRECTOR OF MARKETING AND COMMUNICATIONS	EEO CATEGORY:	06 - CLERICAL
FLSA:	NON-EXEMPT	SAFETY-SENSITIVE:	NO
CLASSIFICATION:	REPRESENTED	LOCATION:	SAN RAFAEL

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.

Position Summary

Under general supervision, assists in creating, planning and implementing promotional programs to increase bus and ferry ridership; sells advertisements in various transit publications and other customer materials; prepares various written materials to support District promotional activities; makes personal contacts in group or individual setting relating to marketing programs; acts as liaison between the District and various stakeholders and other agencies; composes correspondence, maintains records and prepares reports; and performs related work as required. This position requires being out of the office a significant amount of time.

Essential Responsibilities

- Works with the Marketing and Communications department and other District staff to develop programs and activities to increase ridership and/or generate revenue
- Acts as a liaison between the District and employers, merchants or outside agencies to promote transit use
- Organizes transit fairs and promotional events to provide District services
- Sells advertising space in printed customer materials or locations, as appropriate
- Acts as liaison with merchants, hotels, travel agencies, entertainers, schools etc., to obtain participation in promotional programs
- Assists in administration and distribution of District ticket program, including school-based ticket program
- Assists in routine maintenance of District's signage program, including updates of bus stop signage
- Delivers transit materials to merchants, hotels, schools, etc. as well as restocking of transit materials at District facilities
- Knows and follows the safety and health rules and safe working practices applicable to the job
- Performs other duties as assigned
- Regular and reliable attendance and performance are required



Required Knowledge, Skills and Abilities

Knowledge of:

- Methods and techniques of developing and implementing creative and innovative promotional programs
- Public speaking
- Outside sales
- Proper customer service techniques
- Office administration practices

Ability to:

- Make presentations to a wide variety of individuals and groups
- Contact individuals and firms in the private sector to develop cooperative promotions and transit-related programs
- Write effective informational and advertising materials
- Maintain flexibility to respond to changing priorities
- Create and coordinate special events
- Work independently, organize work, set priorities and meet critical deadlines
- Rapidly learn the organization, service area activities and policies of the District
- Use common office equipment such as personal computer and software applicable to the work
- Use correct spelling, grammar and punctuation in correspondences
- Communicate effectively both orally and in writing

Minimum Qualifications

Education and Experience equivalent to:

- A minimum of two years' recent position related experience developing and implementing marketing and/or promotional programs
- Two years experience in outside sales and/or customer service
- Two years experience using Microsoft Word, Excel and Outlook. Experience using Microsoft Access
- is desirable

License(s): Must possess and maintain a current, valid California driver's license and satisfactory driving record. Operates District vehicles on a regular basis

Physical Requirement: Ability to travel throughout the District's service area including delivering transit materials; includes ability to drive distances and drive within the City of San Francisco. Ability to physically set up booths at transit fairs. This includes carrying promotional materials weighing approximately 25 pounds. Ability to communicate in person and over the telephone. Ability to read printed materials and a computer screen.