

JOB OPENING ANNOUNCEMENT

Apply On-line at www.smctd.com/jobs.html

Employment Hotline 650-508-6308

March 31, 2022

TITLE: Deputy Chief, Communications
EMPLOYMENT TYPE: Exempt (Full Time)
DIVISION: Communications
APPLICATION DEADLINE: Continuous Recruitment (Open until filled - 1st cut off **Friday, April 29, 2022**)
PAY RANGE: **\$3,508.00 - \$5,263.00 Weekly (\$182,437 - \$273,655 estimated annual)**
WORK LOCATION: San Carlos, CA
WORK SCHEDULE: Hybrid Work Schedule

GENERAL:

The position will support overall management of the Division and will be responsible for directly overseeing the Communications Division's Customer Experience and Marketing/Research/Creative Services/Advertising Revenue Departments. The position will help spearhead initiatives that drive positive customer service experiences, build a robust and diverse ridership, and incorporate cross-industry best practices in research and marketing. The position will play a key role in developing creative external opportunities as well as growing a larger internal team. The work will cover efforts related to: Caltrain, SamTrans, the San Mateo County Transportation Authority, and Express Lanes JPA.

EXAMPLES OF ESSENTIAL FUNCTIONS:

- Responsible for overseeing and directing the Customer Experience / Customer Service Department.
- Responsible for overseeing and directing the Marketing/Research/Creative Services/Advertising Revenue Department.
- Provide Strategic Guidance to the CCO about opportunities for internal/external communications that will support the agency's mission and goals.
- Oversees business outreach and advertising contracts; recommends and administers policies and procedures.
- Support day-to-day coordination among the Communications Division departments and across Divisions to implement strategic goals.
- Oversee the development of Standard Operating Procedures to guide communications activities and the creation/dissemination of communications assets to key audiences.
- Provide strategic direction to guide the work of Communications Division consultants and activities that serve multiple departments.
- Participate regularly in Executive Team discussion about key issues and efforts affected or supported by the District's Communications Division.
- Represent the District with executive-level decision making authority over Communications and policy-related issues in discussions and coordination efforts with peer agencies.
- Supervise staff. Hire, mentor and take appropriate corrective and/or disciplinary action. Ensure EEO and affirmative action policies and procedures are followed. Participate in selection, coordinates staff training and professional development, establish performance objectives, monitor, and evaluate employee performance.

EXAMPLES OF DUTIES:

- Direct the Customer Experience and Marketing Departments for all three agencies. Provide direction to the teams and advise the CCO of new opportunities for ridership growth and enhanced existing customer experience.
- Coordinate within the Communications Division and throughout the agency to guide the regular preparation and appropriate look and feel of communications materials for external audiences.

- Participate in development and implementation of communications plans that require cross-division and cross-departmental coordination, including plans related to service changes, capital programs and planning efforts.
- Provide oversight of the ambassador program to support any customer focused outreach.
- Lead efforts to create tools and develop protocols that integrate customer relationship management throughout the Communications Division.
- Engage with peers from agencies throughout the region to foster interagency coordinated messaging on shared priorities (i.e., MTC transit network initiatives, coordinated advocacy/marketing).
- Monitor and recommend communications strategies that are being deployed elsewhere and recommend improvements that can be incorporated at the district.
- May be responsible for presentations to Boards of Directors at public board meetings.
- Evaluate job performance of staff which also includes the professional development of staff through the identification of on-the-job and other professional development opportunities.
- Perform all job duties and responsibilities in a safe manner to protect one's self, fellow employees and the public from injury or harm. Promote safety awareness and follow safety procedures in an effort to reduce or eliminate accidents.
- Perform other duties as assigned.

SUPERVISION: Works under the general supervision of Chief Communications Officer who monitors and evaluates performance.

MINIMUM QUALIFICATIONS: Sufficient education, training, and experience to demonstrate the knowledge and ability to successfully perform the essential functions of the position. Development of the required knowledge and abilities is typically obtained through but not limited to:

- Bachelor's degree in marketing, communications, public relations, or a related field
- Eight (8) years of professional experience in managing and leading functions in a large, complex, and highly integrated organization in marketing, public relations, or communications fields.
- Four (4) years of management level experience.

PREFERRED QUALIFICATIONS:

- Must have excellent oral and written presentation and communications skills.
- Ability to effectively work under pressure and within deadlines.
- Must have outstanding working knowledge of communications techniques.
- Must be able to use a personal computer with a variety of software programs.
- Must be able to prioritize work to implement effective communications programs.

SELECTION PROCESS MAY INCLUDE:

The process will include a panel interview and may include written and skills test assessments or supplemental questions. Only those candidates who are the most qualified will continue in the selection process. Meeting the minimum qualifications does not guarantee an invitation to continue in the process.

CURRENT EMPLOYMENT BENEFITS AT SAMTRANS:

For additional information on SamTrans benefits, please visit, <https://www.smctd.com/jobs.html#benefits>

- Holidays: Seven paid holidays, plus up to four floating holidays per year
- Time Off: Paid Time Off: up to 26 days per year
- Cafeteria Plans: Medical, dental, vision care, group life insurance and more
- Transportation: Free Bus Transportation for employees and qualified dependents
- Pension: Social Security and California Public Employees Retirement Systems (CalPERS)
 - Classic Members – 2% @ 60 benefit formula, 3 year average of highest compensation
 - New Members – 2% @ 62 benefit formula, 3 year average of highest compensation

HOW TO APPLY:

- To apply, please visit the www.smctd.com/jobs.html. Complete an online employment application and supplemental questionnaire by 11:59 pm on April 29, 2022. A resume will not be accepted in lieu of the application and supplemental questionnaire. Incomplete application will not be considered.
- The Human Resources Department will make reasonable efforts in the recruitment/examination process to accommodate applicants with disabilities upon request. If you have a need for an accommodation, please contact the Human Resources Department at (650) 508-6308.
- San Mateo County Transit District celebrates diversity and is committed to creating an inclusive, and welcoming workplace environment. We are an Affirmative Action/Equal Opportunity Employer. Minorities, Women, Persons with Disabilities and Veterans are encouraged to apply.