

JOB OPENING ANNOUNCEMENT

Apply On-line at www.samtrans.com/about-samtrans/jobs

Employment Hotline 650-508-6308

June 20, 2022

TITLE: Digital Communications Specialist
EMPLOYMENT TYPE: Non-Exempt (Full Time)
DIVISION: Communications
PAY RANGE: \$31.93 - \$48.76 hourly (\$66,432 - \$101,441 estimated annual)
APPLICATION DEADLINE: **Friday, July 8, 2022**
WORK LOCATION: San Carlos, CA

JOB SUMMARY:

The Digital Communications Specialist will report to the Manager, Digital Communications and support digital communication outreach and engagement programs on behalf of the San Mateo County Transit District (SamTrans), Peninsula Corridor Joint Powers Board (Caltrain), and the San Mateo County Transportation Authority (TA).

EXAMPLES OF ESSENTIAL FUNCTIONS:

- Serve as Social Media Liaison for social media properties, such as Facebook, TikTok, Twitter, and Instagram.
- Serve as web content editor.
- Engage with and develop responses to questions and concerns raised through the social media communities.
- Create written and visual content for the social media networks.
- Research and blog transit oriented social media content.
- Conduct research and perform interviews on SamTrans and Caltrain customers.
- Develop and maintain relationships with customers and stakeholders to stay ahead of the competition on social media, looking out for trends within the industry.

EXAMPLES OF DUTIES:

- Attend community and media events for the purpose of gathering social media content.
- Execute social media communications and activities strategies for internal stakeholders. Provide video production and online social video content.
- Respond to public inquiries or direct them to the appropriate responder.
- Update and maintain website content.
- Provide rotating on-call Social Media support.
- 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 to prevent, minimize, or eliminate accidents.
- Perform other duties as assigned.

SUPERVISION: Works under the general supervision of the Manager, Digital Communications, who assigns tasks and responsibilities, and 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:

- Associate's degree or Bachelor's degree in Public Relations, Journalism, or a closely related field.
- Three (3) years of experience in digital communications including Facebook, Twitter, TikTok, LinkedIn, photo and video editing, web editing, and graphic design.

PREFERRED QUALIFICATIONS:

- Must have effective writing skills.
- Ability to demonstrate creativity, initiative and good judgment and the ability to communicate thoughts clearly and simply using social media content.
- Must be familiar with social media networks, video production software, and tools.
- Experience with web editing in a modern content management system.
- Must be proficient in Microsoft Office Suite programs.
- Experience with desktop publishing (e.g. Photoshop or InDesign) is desirable.
- Experience with digital photography is desirable.
- Must be available to work some evenings and weekends.

SELECTION PROCESS MAY INCLUDE:

The selection process may consist of an evaluation of the applicant's qualifications, panel interview, and/or internal Department interviews. Upon completion of the selection process, an offer of employment may be conditionally based upon the successful completion of employment and education verification and criminal background check.

BENEFITS:

For additional information on SamTrans benefits, please visit, www.samtrans.com/about-samtrans/jobs

Holidays : Seven paid holidays, plus up to four floating holidays per year
Paid Time Off : Up to 21 days (PTO) 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.samtrans.com/about-samtrans/jobs. Complete an online employment application by 11:59 pm on Friday, July 8, 2022. A resume will not be accepted in lieu of the application. Incomplete applications 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 or email written request to hr@samtrans.com.
- SamTrans 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.