

September 1, 2023

TITLE: Marketing Specialist
EMPLOYMENT TYPE: Non-Exempt (Full-Time)
DIVISION: Communications
APPLICATION DEADLINE: Sunday, September 24, 2023
PAY RANGE: \$1,277 - \$1,950 weekly (\$66,432 – \$101,441 estimated annual)
WORK LOCATION: San Carlos, CA

JOB SUMMARY: The San Mateo County Transit District is the governing body for Caltrain, SamTrans, and the San Mateo County Transit Authority (TA). We are dedicated to providing the public with high-quality, efficient and sustainable transportation options. We are currently seeking a motivated and passionate Marketing Specialist to join our team. This role requires a dynamic individual with a background in marketing, sales, research and/or strategic planning to contribute to the promotion, growth, and development of our transit services.

EXAMPLES OF ESSENTIAL FUNCTIONS:

- Develop and implement innovative strategic marketing plans and/or campaigns to promote the visibility and utilization of our transit services in conjunction with staff and contractors.
- Find new and exciting ways to promote the Caltrain/SamTrans/TA brands via emerging media and the soon-to-be-launched online merchandise storefront.
- Strategize and support the Manager of Ad Revenue and Partnerships with B2B sales initiatives, i.e., identifying sales targets and ideating on digital and print collateral/campaigns.
- Engage with potential customers in a B2C environment to understand their needs and preferences, adapting marketing strategies accordingly.
- Work closely with SMCTD's market research team to ensure marketing spend reaches its target audience and provides a return on investment (ROI).
- Monitor, analyze, and report on marketing metrics to identify areas for improvement.
- Collaborate with cross-functional teams to develop and execute integrated marketing campaigns across various platforms, including digital, print, and events.

EXAMPLES OF DUTIES:

- Conceptualize and produce unique promotional materials such as brochures, flyers, and web content.
- Assist in conducting market research to identify emerging trends, customer preferences, and competitive insights.
- Organize and participate in marketing events and initiatives to enhance community engagement and awareness.
- Collaborate with the digital communications team to optimize online presence, including website content, social media strategy, and email campaigns.
- Support GoPass (B2B, Caltrain) sales with necessary collateral, presentations, and strategy input to secure corporate partnerships and deals.
- Manage budget allocation for various marketing projects, ensuring cost-effective solutions are pursued.
- Collaborates closely with the broader marketing team, communications teams, and other relevant departments.
- May occasionally oversee interns or junior marketing staff for specific projects or campaigns.
- Perform all job duties and responsibilities in a safe manner to protect oneself, 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: Reports directly to the Marketing Director who establishes goals and objectives and evaluates performance.

MINIMUM QUALIFICATIONS: Sufficient experience, training and/or education to demonstrate the knowledge and ability to successfully perform the essential functions of the position. In lieu of a degree, work-related experience that demonstrates the skills and experience necessary to perform this role will be accepted. Development of the required knowledge and abilities is typically obtained through but not limited to:

- Bachelor's degree in any field.
- A minimum of 2 years of experience in a marketing and/or sales environment.
- Demonstrated expertise in both B2B and B2C marketing strategies and implementation.
- Proficient in using marketing software and tools, including analytics.
- Strong communication and interpersonal skills, with an ability to work in a team-oriented environment.
- Excellent problem-solving abilities and a proactive approach to addressing challenges.

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.samtrans.com/jobs>

Holidays:	Seven (7) paid holidays, plus up to four (4) floating holidays per year
Paid Time Off:	Up to 21 days per year
Cafeteria Plans:	Medical, dental, vision care, group life insurance and more
Transportation:	Free Bus Transportation for employees and qualified dependents
Work Location:	Select positions are eligible to work remote up to 50% of the time
Pension:	Social Security and California Public Employees Retirement Systems (CalPERS) <ul style="list-style-type: none">• 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 <https://www.samtrans.com/jobs>. Complete an online employment application by 11:59 p.m. on **Sunday, September 24, 2023**. 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 recruitment@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.