

# JOB OPENING ANNOUNCEMENT

Apply On-line at <https://www.samtrans.com/jobs>  
Employment Hotline 650-508-6308

January 19, 2024

**TITLE:** Manager, Advertising Revenue and Partnerships  
**EMPLOYMENT TYPE:** Exempt (Full Time)  
**DIVISION:** Marketing & Marketing Research  
**APPLICATION DEADLINE:** **Sunday, February 11, 2024**  
**PAY RANGE:** **\$2,342.15 - \$3,513.23 weekly (\$121,792 - \$182,688 estimated annual)**  
**WORK LOCATION:** San Carlos, CA

**GENERAL:** The Manager, Advertising Revenue and Partnerships reports to the Director, Marketing and Market Research and is responsible for developing and executing a holistic strategy to generate incremental revenue and establish business partnerships for the San Mateo County Transit District (SamTrans), Peninsula Corridor Joint Powers Board (Caltrain), San Mateo County Transportation Authority (Transportation Authority) and the San Mateo County Express Lanes Authority.

## **EXAMPLES OF ESSENTIAL FUNCTIONS:**

- Identify and implement new and innovative strategies to generate incremental revenue via 3rd party advertising, partnerships, and licensing opportunities.
- Support SamTrans, Caltrain, and the Transit Authority's commercialization plans by optimizing 3rd party advertising revenue.
- Serve as District liaison with internal and external stakeholders on activities and programs involving strategic partnerships that deliver measurable value.
- Supervise staff. Hire, mentor, and take appropriate corrective and/or disciplinary action. Ensure EEO policies and procedures are followed. Participate in selection of staff. Coordinate staff training and professional development. Establish performance objectives. Monitor and evaluate employee performance.
- Represent the District before private entities; professional, civic, governmental groups such as chambers of commerce, hotel associations, and other business-related community meetings to be the primary representative for the District to the business community. Including serving on internal and external committees, attending board meetings, and delivering presentations.

## **EXAMPLES OF DUTIES:**

- Develop plans and coordinate strategies to market and represent transportation programs and transit systems to the business community.
- Develop and manage projects designed to promote advertising services to the business, education, and government communities.
- Write business and project plans while maintaining accurate records, reporting regularly on transit advertising sales.
- Manage District-wide contracts with external agencies, consultants and/or vendors.
- Write specifications and design Request for Quotes and Request for Proposals.
- Manage contractors, ensuring timely reporting of sales activity and ad inventory, proposing new sources of transit advertising revenue, and assisting in on-boarding of contractor sales staff.
- Manage and oversee the AdCard Program.
- Develop and monitor the department's budget.
- 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 the Director, Marketing and Market Research, 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 Business, Marketing, Communication Studies, Public Relations, Economics, or a closely related field.
- Minimum five (5) years of advertising strategy and partnership experience, ideally with a Business-to-Business (B2B), Business-to-Consumer (B2C) employer or Public Agency.
- Minimum three (3) years of management or supervisory experience of staff or contractors.

**PREFERRED QUALIFICATIONS:**

- Excellent oral, written, and interpersonal communication skills, with the ability to effectively communicate with staff, community leaders and other major stakeholders.
- Possess the ability to cultivate leads, make sales calls, meet sales deadlines, and manage client relationships.
- Knowledge of theories, principles, and practices of business development, marketing, research, sales, and promotional methods.
- Capable of working closely with staff at all levels and in a team environment with a fast-paced, deadline-oriented atmosphere.
- Knowledge of project management methodology, principles, practices, and tools.
- Proficient with Microsoft Office.
- Proficient with E-mail Marketing platforms (Constant Contact, Salesforce, Mailchimp, etc.)
- Ability to prioritize work and operate within a budget.
- Able to work flexible hours, evenings, and weekends when necessary

**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 five (5) 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 <https://www.samtrans.com/jobs>. Complete an online employment application by **11:59 p.m. on Sunday, February 11, 2024**. 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](mailto: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.