

JOB OPENING ANNOUNCEMENT

Apply On-line at <https://www.samtrans.com/jobs>

Employment Hotline 650-508-6308

March 8, 2024

TITLE: Customer Experience Specialist
EMPLOYMENT TYPE: Non-Exempt (Full-Time)
DIVISION: Communications
APPLICATION DEADLINE: **Sunday, March 31, 2024**
PAY RANGE: \$26.10 - \$42.91 hourly (\$54,279 - \$89,167 estimated annual)
WORK LOCATION: San Carlos, CA

JOB SUMMARY: The Customer Experience Specialist reports to the Director, Customer Experience. This role requires a dynamic individual with a background in customer experience, copy creation, research and/or strategic planning to contribute to customer communications and informational services to promote use, retention, and satisfaction with our transit services.

EXAMPLES OF ESSENTIAL FUNCTIONS:

- Implement plans to inform customers of Caltrain/SamTrans service and fare changes.
- Review the touchpoints along the customer's transit journey - website, maps, schedules, wayfinding, fare payment, service changes, mobile apps, station improvements and customer communications. Propose improvements to internal groups that address customer concerns and promote customer satisfaction.
- Partner cross-functionally on innovative strategic information campaigns promote the visibility and utilization of our transit services to our existing customers in conjunction with staff and contractors.
- Create communications copy and layout schemas for customer communication signage needed, including digital signage updates using HTML5.
- Find new and exciting ways to promote retention with the Caltrain and SamTrans brands.
- Develop deep expertise on our train stations, bus stops, parking areas, and bike areas to be able to map and plan wayfinding and informational flow for our customers.
- Collaborate across functions to align project requirements with the Distribution Team, Operations, and Planning.

EXAMPLES OF DUTIES:

- Develop print collateral, signs, and digital copy for service changes, construction projects, customer promotions for Rail Operations, Bus Operations, Planning, and other District departments. Collaborate to optimize our presence for customer communications (signage, PA announcements, digital signage, wayfinding).
- Develop and produce messaging for information campaigns directed at current customers using print and digital media to highlight customer experience enhancements, service changes, and increase awareness of SamTrans and Caltrain services and programs.
- Operating within the budget allocated for projects, ensuring cost-effective solutions are pursued.
- Collaborate closely with Creative Services, Marketing, Communication teams and other relevant departments.
- Participate in outreach events to enhance community engagement and awareness
- 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, Customer Experience, 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:

- Associate degree in any field.
- Two (2) years of experience in a customer experience journey, customer marketing and/or copy writing environment.

PREFERRED QUALIFICATIONS:

- Experience with HTML5, as well as experience using design tools (Illustrator, InDesign, Photoshop) as well as Excel, Adobe, and PowerPoint.
- Excellent communication skills - you have strong verbal and written interpersonal and communication skills.
- Problem-solving skills - you can identify and address customer issues, resolve conflicts, and find creative solutions to pain points.
- Demonstrated experience with creating informative customer communication copy.

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, March 31, 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.
- 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.