



SENIOR MARKETING COORDINATOR

STATUS: Non-Exempt

SALARY: \$61,000 - \$86,000 per year
(\$29.33 - \$41.35 per hour)

SUMMARY

Under direction of the Marketing Manager, the Senior Marketing Coordinator is highly skilled and works independently in performing a variety of coordination activities related to stakeholder engagement, passenger and community development, process management, data analysis, and marketing campaign organization of San Joaquin Regional Rail Commission (SJRRRC), which owns and operates the Altamont Corridor Express (ACE) Rail service, and for San Joaquin Joint Powers Authority (SJJPA), which is the managing agency for the San Joaquins Intercity Passenger Rail service.

REPRESENTATIVE DUTIES

This list is intended to indicate the general nature and level of work performed by employees within this classification and is not designed to be interpreted as an exhaustive listing of all tasks required of employees assigned to this position.

REPRESENTATIVE DUTIES IN ALL ASSIGNMENTS:

1. Lead in the development and implementation of overall outreach and marketing plans, in cooperation with other agency departments, including budget projections and strategies to maximize outcomes and leverage resources within budget restrictions.
2. Coordinate targeted outreach efforts in a defined area to grow ridership, build stakeholder engagement, perform targeted marketing campaigns, and report work completed to the Marketing Manager, Executive Director, and Governing Boards.
3. Lead efforts to coordinate marketing department activities and campaigns with departments within SJRRRC to ensure the expectations of the agency are met.



4. Coordinate departmental processes such as group bookings, task management, campaign tracking, customer feedback with continuous improvement strategies to streamline and increase efficiency with the use of technology and best practices.
5. Analyze and report data related to ridership, revenue, campaigns, and other relevant data streams.
6. Coordinate and summarize relevant data, stories, and feedback from staff and consultant efforts to report to the Board and demonstrate Return on Investment.
7. Ensure staff and consultants are working with a diverse range of stakeholders, including; economic development groups, community groups, non-profit groups, disadvantaged communities, minority, and Spanish speaking constituencies, rail advocacy groups, environmental groups, housing and downtown sustainability groups, businesses that may be able to support additional ridership, etc.
8. Develop and implement strategies to build community and business support in market areas for service expansion.
9. Supervise personnel and/or consultants responsible for social media and technology outreach, advertising, promotional activities, as well as graphic design and collateral materials.
10. Write/edit articles and posts for the various online and hard copy agency communication tools, such as blogs, newsletters and social media sites.
11. Coordinate and performs a variety of presentations on behalf of the agency.
12. Coordinate the work of various marketing consultants.
13. Ensure all information related to ACE and the San Joaquins is distributed in the most effective manner for the particular community, including language needs, location of information, and ways of soliciting feedback.
14. Coordinate and assist the outreach team efforts with regional, state and federal officials to secure resources to support existing rail services and expansion.
15. Perform other duties as assigned or required.



QUALIFICATION GUIDE

Knowledge of:

- Project management and project delivery.
- Effective people management strategies.
- Marketing and advertising best practices (including digital marketing).
- Current social media strategies.
- Customer service best practices.
- Budgeting for multiple programs.
- Effective community outreach strategies and securing public feedback.
- Building and cultivating teamwork and support of agency goals.

Ability to:

- Communicate clearly, properly, and effectively to various and diverse audiences both orally and in writing.
- Coordinate marketing activities and campaigns based on best practices and past data.
- Ability to manage multiple strategic and tactical tasks.
- Measure and report program results and adjust when necessary.
- Establish and maintain cooperative working relationships both internally and externally.
- Must be detail-oriented and set high standards for quality.
- Maintain records associated with procurements, contracting, and finances.
- Make informed, collaborative, and appropriate recommendations to Marketing Manager.
- Encourage and mentor employees to perform above and beyond expected goals and objectives.
- Creatively position the agency in new and innovative marketing partnerships.
- Lead in an environment of adaptation and change to environmental conditions.
- Must have ability to work within a team, build relationships and work effectively at all levels of an organization.
- When necessary, spend a significant amount of time out of the office in the corridor for stakeholder and marketing partnership meetings and presentations.

EDUCATION AND EXPERIENCE

Bachelor's Degree with a major in Marketing, Communications, Community Relations, or a related field and a minimum of seven to ten years of related job experience.

- Supervisory experience of either consultants or staff is desirable.
- Demonstrated program and budget development is desirable.
- Experience in graphic design is desirable.

WORKING CONDITIONS/PHYSICAL REQUIREMENTS

(The physical demands described are representative of those that must be met by the employee to successfully perform the essential functions of this job.)

Positions in this class typically require:

- Work may be performed in a stressful, fast-paced office environment, depending upon assignment.
- Ability to understand verbal communication and to respond effectively.
- Reaching, grasping, feeling, talking, hearing, seeing, frequent lifting of 5-30 pounds and occasionally 30-70 pounds, and repetitive motions.
- Walking, standing and/or sitting for long periods of time.
- May be exposed to dust and/or various outdoor environmental conditions.

Positions in this class may also include these factors:

- Hazardous physical conditions.
- Intense noise.
- Travel.



OTHER REQUIREMENTS

- Must possess and maintain a valid Driver’s License.
- Frequent driving within the ACE and San Joaquin Corridors.

San Joaquin Regional Rail Commission (SJRRRC) has a strong commitment to the community we serve and our employees. As an equal opportunity employer, we strive to have a workforce that reflects the community we serve. No person is unlawfully excluded from employment opportunities based on race, color, religion, national origin, sex (including gender identity, sexual orientation, and pregnancy), age, genetic information, disability, veteran status, or other protected class.

SJRRRC is committed to providing reasonable accommodations to applicants and employees who need them because of a disability or to practice or observe their religion, absent undue hardship.

GENERAL BENEFITS PACKAGE

- Choice of PPO or HMO plans. 100% employee coverage, 70% dependent coverage
- Vision, dental and life insurance programs
- Agency contribution equivalent of 15% of employee's base salary to a defined contribution plan (401(a)); five-year vesting program
- Sick leave accrued at 12 days per year
- Vacation leave accrued starting at 10 days per year
- 10 observed holidays
- Floating holidays accrued at four days per year
- Optional deferred compensation program (457)

SELECTION PROCESS

SJRRRC seeks to employ persons whose backgrounds and abilities enhance the diversity of the demographics of the community it serves. The selection process is based on merit, and shall extend to all candidates a fair, impartial examination of qualifications based on job-related criteria.

Applicants best matching the requirements of the position will be invited to take an assessment, if applicable, and initial interview. Applicants successful in the assessment and initial interview may be asked to return for additional interviews as warranted. Candidate will be required to successfully complete a drug and alcohol test, background report and physical examination prior to appointment.



Additional Employment Information

TO APPLY

Interested applicants must submit both a resume and SJRRC application for employment by email to acejobs@acerail.com, fax to (209) 944-6245, or mail to:

San Joaquin Regional Rail Commission
Attn: Human Resources
949 East Channel Street
Stockton, CA 95202

Applications can be downloaded from the ACE website at www.acerail.com or picked up at the above address. SJRRC is an Equal Employment Opportunity Employer.

For more information about SJRRC and ACE, please visit www.acerail.com.
For more information about SJJPA, please visit www.sjjpa.com.