

JOB OPENING

OPENS: 3/3/2020

CLOSES: Open Until Filled

TITLE: **MANAGER OF PLANNING & MARKETING**
SALARY RANGE: \$75,882 – 148,515 Annually
REPORTS TO: Director of Planning, Marketing & Innovation

DUTIES/RESPONSIBILITIES:

The Manager of Planning & Marketing will primarily assist in marketing duties while also providing support in the development of innovative strategies to utilize emerging technologies in order to provide safe, efficient, and accessible transportation services. This position will also serve as the primary point of contact for all outreach events and maintain ongoing communication with local media outlets. Duties include, but are not limited to:

- Developing and managing the annual Marketing plan
- Managing the Marketing department and coordinating campaigns for various platforms including print and web-based media; ensuring all campaigns are in alignment with service adjustments and new transit alternative
- Testing and evaluating new marketing campaigns to enhance County Connection's visibility
- Directing social media strategies and evaluating performance; analyzing customer feedback
- Managing the Customer Service department and coordinating outreach efforts throughout the service area
- Managing County Connection's website
- Developing and managing marketing contracts, reviewing proposals, etc.
- Utilizing online software and the Geographic Information System (GIS) to convey planning concepts
- Preparing and submitting local, state, and federal grant applications. Seeking and submitting new grant opportunities to take advantage of the latest innovative and technology driven opportunities
- Providing liaison to various city/county staff, organizations, transportation agencies, committees, and community groups
- Participating in service development activities such as route design, bus stop locations, or draft schedules

REQUIREMENTS:

- Bachelor's degree from four-year college or university in marketing, communications, urban planning, transportation engineering or planning, public administration, or political science, plus one to two years minimum related experience. A Master's degree and transit planning experience preferred.

TO APPLY: Download and complete the employment application at <https://countyconnection.com/about/jobs/>. **Resumes and cover letters will not be accepted in lieu of the employment application, but should be included as an attachment.** Submit employment application and attachments by either of the following:

1. Mail: County Connection, 2477 Arnold Industrial Way, Concord, CA 94520
2. Email: Scan a PDF copy to smuhlestein@cccta.org
3. Fax: 925-686-2630
4. In Person: Monday - Friday 8:00 AM - 5:00 PM at the County Connection office listed above

**Internal candidates must complete an internal application available at the front desk and have a minimum of six (6) months in their current position.*

County Connection is an Equal Employment Opportunity Employer & Drug Free Workplace