

# County Connection

2477 Arnold Industrial Way Concord, CA 94520-5326 (925) 676-1976 countyconnection.com

## JOB OPENING

(Updated 2/11/2022)

OPENS: 11/29/2021

CLOSES: Open Until Filled

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**TITLE:** MANAGER OF MARKETING AND COMMUNICATIONS  
**DEPARTMENT:** Administration – Planning & Marketing  
**SALARY RANGE:** \$80,503 – \$157,549 Annually (Anticipated starting salary not to exceed \$115,000 annually. Salary commensurate with background and experience of the individual selected)

### **ESSENTIAL DUTIES AND RESPONSIBILITIES:**

The Manager of Marketing and Communications is responsible for the oversight and development of County Connection’s marketing, public information, customer service, and outreach programs. This position manages the efforts to enhance the Authority’s visibility at the local and regional level and provides support to staff in order to deliver quality transit service in response to community and passenger needs. Duties include, but are not limited to:

- Leading the development of the department’s marketing, outreach, and customer service functions, including the annual marketing plan and budget.
- Managing the Customer Service department and coordinating outreach efforts throughout the service area.
- Planning and implementing marketing and promotional campaigns for various platforms including print and web-based media.
- Planning and managing the maintenance of the Authority’s website as well as the development and production of marketing, sales, and presentation materials.
- Directing marketing efforts, including social media outreach and mobile lobby.
- Managing County Connection’s bus advertising program, including contract development and oversight.
- Presenting planning concepts, ideas, and recommendations to various stakeholder groups, committees, and the County Connection Board of Directors.

### **QUALIFICATIONS:**

Bachelor’s degree from a four-year college or university, in planning, marketing, communications, business, public administration, or a closely related field, plus one to two years minimum related experience in marketing, public outreach, or communications. Supervisory experience and/or experience in a public agency a plus.

### **TO APPLY:**

To apply, please download and complete the County Connection employment application [here](#). Submit a cover letter, resume, and completed employment application to [smuhlestein@cccta.org](mailto:smuhlestein@cccta.org). **Please note that County Connection offices are currently closed to the public until further notice.**

Internal candidates must have a minimum of six (6) months in their current position to transfer to another department. The six months of service must be completed by the closing date of this job posting. Please email [smuhlestein@cccta.org](mailto:smuhlestein@cccta.org) to request or submit an internal application.