

TRAFFIC SOLUTIONS MARKETING COORDINATOR**SALARY RANGE**

\$38.037 - \$46.235 Hourly
\$6,593.13 - \$8,014.00 Monthly
\$79,117.61 - \$96,167.95 Annually

DEFINITION

Under general direction, supports the marketing and implementation of Traffic Solutions Transportation Demand Management (TDM) program by producing and directing the production of visual and audio based media such as printed and/or digital graphics, photography, video and recorded audio; plans and launches marketing campaigns; develops and maintains “branding” of the organization and its associated programs; collaborates with partnering agencies and organizations in a wide variety of capacities; performs a variety of community outreach, writing and editing, and research duties in support of the Director of Traffic Solutions; and performs other duties as required.

SUPERVISION RECEIVED AND EXERCISED

Receives general direction from the Director of Traffic Solutions. Exercises no direct supervision over staff.

CLASS CHARACTERISTICS

This is a single-position classification that works collaboratively as part of a team developing and administering programs and events promoting ridesharing and active transportation. The Traffic Solutions Design & Marketing Coordinator provides support of SBCAG’s Transportation Demand Management Program by designing websites, coordinating community outreach events, strategizing branding and marketing as well as producing videos to encourage use of alternative forms of transportation.

EXAMPLES OF TYPICAL JOB FUNCTIONS (Illustrative Only)

Management reserves the right to add, modify, change, or rescind the work assignments of different positions and to make reasonable accommodations so that qualified employees can perform the essential functions of the job.

- Designs, develops and produces transportation marketing campaigns for ongoing and special events including web, television, radio and print utilizing graphic design skills and tools.
- Designs and illustrates logos and branding tools.
- Photographs community events, staff, projects and press events.
- Writes, directs, shoots and edits film and video for the agency’s public videos.
- Conducts strategic planning for both internal and external programs.
- Represents SBCAG and Traffic Solutions on various regional committees.
- Participates in the day-to-day operation of a Transportation Demand Management program including planning and implementing alternative transportation programs, products and services.

- Develops presentations and materials for public, employer, media and agency meetings.
- Conducts marketing surveys on existing, new and anticipated services concepts.
- Writes press releases and public service announcements.
- Participates at community outreach events throughout the county promoting alternative transportation programs.
- Develops and maintains SBCAG supported traffic solutions related websites.
- Writes and edits program descriptions, guidelines, and communications including copy for printed and online media, memos, presentations, etc.
- Conducts fundraising activities for cash, gift cards, and in-kind gifts from local companies to be used in departmental outreach efforts.
- Researches sustainable transportation and trip planning in other communities and in Santa Barbara County.
- Assists employers in surveying employees regarding transportation needs and usage; assists in developing and evaluating employer transportation demand management plans.
- Assists individual employees in forming carpools or vanpools.
- Encourages bicycling and walking to work as viable commute options.
- Develops and implements goals, objectives, policies, and priorities for assigned functions; recommends and administers policies and procedures.
- Monitors operations and activities of assigned functions; recommends improvements and modifications and prepares various reports.
- Researches, analyzes, and compiles data for a variety of special projects and assignments.
- Attends and participates in professional group meetings and committees; stays abreast of new trends and innovations related to assigned functions.
- Monitors changes in laws, regulations, and technology that may affect SBCAG operations; implements policy and procedural changes as required.
- Performs other special projects or duties as assigned.

QUALIFICATIONS

Knowledge of:

- Print and media technology.
- Industry standard design and production software.
- Principles and practices, including goal setting, program development, implementation, and evaluation.
- Organization and function of public agencies, including the role of an elected Board and appointed committees and boards.
- Research and reporting methods, techniques, and procedures.
- Technical report writing and preparation of correspondence.
- Principles and practices of data collection and report preparation.
- English usage, grammar, spelling, vocabulary, and punctuation.
- Techniques for providing a high level of customer service by effectively dealing with the public, vendors, contractors, and SBCAG staff.

Ability to:

- Use audio, video and photography equipment creatively and effectively.
- Interface with outside entities that utilize design and production software to facilitate deployment use of the software.
- Visualize final products and/or outcomes and apply creative skills to the video and marketing planning and design processes.

- Develop and implement goals, objectives, policies, procedures, work standards, and internal controls for assigned program areas.
- Research, analyze, and evaluate new service delivery methods, procedures, and techniques.
- Conduct complex research projects, evaluate alternatives, make sound recommendations, and prepare effective technical staff reports.
- Organize and prioritize a variety of projects and multiple tasks in an effective and timely manner; organize own work, set priorities, and meet critical time deadlines.
- Use English effectively to communicate in person, over the telephone, and in writing.
- Establish and maintain effective working relationships with those contacted in the course of work.

Education and Experience:

Any combination of training and experience that would provide the required knowledge, skills, and abilities is qualifying. A typical way to obtain the required qualifications would be:

Equivalent to graduation from an accredited four-year college or university with major coursework in marketing, graphic design, or a closely related field and at least two (2) years of experience in video production work and photography.

Licenses and Certifications:

- Possession of a valid Class “C” California Driver’s License.

PHYSICAL DEMANDS

Must possess mobility to work in a standard office setting and use standard office equipment, including a computer; to operate a motor vehicle and to visit various SBCAG meeting sites; vision to read printed materials and a computer screen; and hearing and speech to communicate in person and over the telephone. This is both a sedentary office classification as well as an active in walking and standing and lifting while attending meetings and events throughout the County. Finger dexterity is needed to access, enter, and retrieve data using a computer keyboard or calculator and to operate standard office equipment. Positions in this classification bend, stoop, kneel, reach, push, and pull drawers open and closed to retrieve and file information. Employees must possess the ability to lift, carry, push, and pull materials and objects up to 25 pounds.

ENVIRONMENTAL ELEMENTS

The employee works in an office environment with moderate noise levels, controlled temperature conditions, and no direct exposure to hazardous physical substances. The employee interfaces with staff, management, other departmental representatives, transportation and government officials, business representatives, and the general public onsite as well as participating in community events promoting the agency’s traffic solutions programs and opportunities.

Must possess mobility to work in a standard office setting and use standard office equipment, including a computer; to operate a motor vehicle and to visit various SBCAG meeting sites; vision to read printed materials and a computer screen; and hearing and speech to communicate in person and over the telephone. This is both a sedentary office classification as well as an active in walking and standing and lifting while setting up for and attending meetings and events throughout the County. Finger dexterity is needed to access, enter, and retrieve

data using a computer keyboard or calculator and to operate standard office equipment. Positions in this classification bend, stoop, kneel, reach, push, and pull drawers open and closed to retrieve and file information. Employees must possess the ability to lift, carry, push, and pull video equipment, event materials and objects up to 75 pounds.