



Job Description

DEPARTMENT MANAGER
MARKETING & CUSTOMER ENGAGEMENT

Position Code: A_M17
Salary Grade: A_S5

SUMMARY

Under minimal guidance, oversees and manages comprehensive marketing, public information, user revenue-generating programs and marketing functions including strategic planning and implementation, market research, customer service, creative services, digital marketing, pass sales, wholesale and other programs. Responsible for increasing awareness, positive perception, trial usages, and customer retention for ATN's family line of transportation programs and services.

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 job.

1. Manages the development of strategic marketing plans and oversees the effective implementation of marketing and public information programs.
2. Manages all phases of custom market research studies, both qualitative and quantitative to assess service performance, customer satisfaction and identifies areas and recommendations for enhancements.
3. Develops and leads unique, creative brand-building strategies that communicate a compelling value proposition for ATN's programs and services.
4. Defines and leads the strategic vision for the agency's digital efforts that incorporate online into customer information, resource management, customer relationship building, and consensus development.
5. Oversees the growth of content development, including website, emails, videos, and social network participation using cutting-edge technology to foster community building and customer acquisition.
6. Oversees and manages the Customer Service function and Customer Information Center in collaboration with the Operations Division to measure and deliver metrics.
7. Manages and grows user revenue-generating programs including pre-paid bus pass sales programs, vanpool, Bikeshare, and bus advertising sales.
8. Guides the department in the collection and syndication of best practices and the utilization of tools and systems to communicate, measure, and monitor marketing performance and ROI.
9. Develops Board staff reports and conducts presentations to the Board and various internal and external target audiences.



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10. Develops and manages the department work plan and budget, and prepares budget reports and correspondence.
11. Conducts performance reviews with direct reports, as well as provide regular coaching, feedback, and guidance.

QUALIFICATION GUIDE

Knowledge of:

- Principles, practices, and techniques of marketing programs.
- Principles, practices, and techniques of market research.
- Principles, practices, and techniques of project management.
- Technology applications for marketing and public information programs.
- Transportation and transit planning and programming, finance, operations, and human resources, in general terms.

Ability to:

- Support transformational change within an organization and to improve the communication's and marketing's contribution internally and externally.
- Communicate effectively at all levels and work collaboratively across lines of business and multi-functional team.
- Act as a self-starter with a results-oriented approach; take ownership and initiative; have the persistence and resourcefulness to work through obstacles; energetic and enthusiastic; strong bias to action.
- Develop high-level marketing and brand strategy in line with the strategic vision of the organization.
- Understand sophisticated marketing analytics and segmentation priorities to determine unmet needs and to engage the organization around those opportunities accordingly.
- Understand changing market dynamics, translating them into actionable strategies to achieve company objectives.
- Build brands in the digital and social media age using best industry practices.



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EDUCATION AND EXPERIENCE

Any combination of education and experience equivalent to a bachelor's degree with a minimum of approximately eight years progressively responsible experience in marketing, sales and/or communications and graphics work, five years of which are in management. Advanced degree is preferred.

WORKING CONDITIONS/PHYSICAL ACTIVITIES

(The physical demands described are representative of those that must be met by the employee to successfully perform the essential functions of this job. ATN provides reasonable accommodation to enable individuals with disabilities to perform the essential functions.)

Positions in this class typically require:

- Work may be performed in a stressful, fast-paced office environment, depending upon assignment.
- Requires ability to understand verbal communication and to respond effectively.
- Positions in this class typically require: Reaching, Fingering, Grasping, Feeling, Talking, Hearing, Seeing, and Repetitive Motions in computer use.

SPECIAL REQUIREMENTS & CERTIFICATIONS

Valid California Driver License. Pre-employment drug screening and background check is required. ATN is an equal opportunity & affirmative action employer.