January 8, 2014

TO: Board of Directors

FROM: Steven Brown
General Manager

SUBJECT: Consider Approval of Revised Position Description for Planning and Marketing Director

I. EXECUTIVE SUMMARY

With the departure of Helene Buchman from the Planning and Marketing Director position, it is appropriate to review the position description to identify any changes or adjustments needed. A few changes are being recommended to the Director of Planning and Marketing position description to more closely align the description with the duties and responsibilities this position has.

I am recommending that in conjunction with the changes to this position description that a long-discussed reorganization of the Planning function that would provide more structure within the planning area and provide a career path for current and future employees be considered in the coming month. Recommended changes to current positions will be reviewed with the Technical Advisory Committee (TAC) at their January meeting. Those changes will be brought to the Board after the TAC review.

The attached position description highlights the changes recommended for the Planning and Marketing Director. After approval by the Board of Directors, the recruitment for this position will begin.

IT IS RECOMMENDED that the Board of Directors approve the Revised Position Description for the Planning and Marketing Director.
GOLD COAST TRANSIT
JOB DESCRIPTION

CLASSIFICATION TITLE: Director of Planning and Marketing
NON-REPRESENTED: Management
OVERTIME STATUS: Exempt
SAFETY SENSITIVE: No

REPORTING STATUS: General Manager
SUPERVISES: Paratransit and Special Projects Manager, Marketing Coordinator, Marketing and Communications Manager, Customer Service Assistant, Transit Planner

DATE AUTHORIZED: 2014
REVISED: August 2040, January

JOB SUMMARY

This single position class is distinguished with responsibility for the transit planning and marketing program. The position also serves as a member of GCT’s management team.

ESSENTIAL FUNCTIONS

The Director of Planning and Marketing has responsibility to:

- Plan, organize, coordinate and develop long and short-term service and capital plans for serving future transportation needs in and around GCT’s service area; direct the conduct and analysis of transportation studies (e.g., route performance evaluation and on-board surveys); confer with representatives of local, regional and state business organizations, special interest groups and governmental agencies.
- Plan and develop transit routes, schedules, maps and mileage and service hour statistics to assist in the annual budget development.
- Develop operator rundcuts and schedules using computerized scheduling software, working with the Director of Operations to create the optimal solutions based on
the parameters and needs of the Operations Department. Ensure all associated reports are finalized and communicated to the appropriate departments within GCT.

- Plan, develop, implement and oversee marketing and public relations activities to increase public awareness and promote use of public transportation; coordinate and/or conduct tours of GCT facilities; coordinate outreach activities such as agency participation in community fairs and Chamber expositions; create and execute advertising campaigns; prepare media releases; receive and respond to complaints and commendations from the public; coordinate design and production of printed materials.

- Develop federal and state grant applications for operational, service improvement, and capital funding needs; coordinate review and submittal with appropriate federal and state representatives; coordinate with GCT staff to ensure routine reports on grant status are completed and submitted on schedule.

- Develop and submit federal and state planning reports, i.e., annual Transportation Improvement Plan (TIP) and triennial Title VI update.

- Develop and execute advertising sales plans to generate revenue and/or obtain equivalent advertising credit from clients (e.g., radio and television stations); negotiate contracts; oversee bus advertising sign installation and removal as required by advertising contracts.

- Evaluate performance of department staff and approve salary step increases; respond to grievances; recommend and, in consultation with the Director of Administrative Services, administer discipline; interview applicants and recommend appointment of staff; oversee vacation requests.

- Develop policies and procedures needed to effectively operate assigned functions; prepare administrative reports and items for consideration by the Board of Directors; evaluate specific program needs to determine the need to utilize consultant services; prepare proposals and manage contracting processes; manage consultant/contractor projects to ensure delivery of services/products.

- Develop and implement planning, marketing and administrative policy; serve as a member of management team in review and improvement of administrative, service and support operations.

OTHER JOB FUNCTIONS

May be assigned additional managerial and administrative responsibilities; may be designated to act as General Manager in the absence of the General Manager.

MINIMUM QUALIFICATIONS

Desire any combination equivalent to graduation from a four-year college or university and three years of progressively responsible transportation planning which includes sales, marketing and public relations/information as applicable to transit operations.
Knowledge of:

- Laws and regulations affecting transit planning, capital acquisitions, and construction planning.
- Scheduling and runcutting principles and practices, including the use of computerized scheduling software applications.
- Technical language applicable to transportation planning, marketing, sales, public relations/information, transportation operations and support activities as needed for preparation and evaluation of proposals, administrative reports, policies and other official documents.
- Supervision and employee counseling practices.
- Principles and practices of transportation planning, public relations, public information, and marketing.
- Proficiency in computer programs.

and

Ability to:

- Plan, organize and manage the transit planning, public information/relations and marketing/sales activities affairs of a regional, public sector transit system.
- Supervise the work of others engaged in planning and marketing activities.
- Develop policy and procedures needed to effectively operate assigned function.
- Investigate and respond to customer complaints and suggestions.
- Make and present findings and analysis of formal complaints as well as review of operational activities.
- Understand, interpret and explain laws, regulations and policies governing program operations.
- Develop and implement planning and marketing procedures.
- Identify and analyze operating system problems and implement procedures.
- Make decisions and independent judgments.
- Deal fairly and communicate effectively with people of diverse socio-economic background and cultures.
- Understand program objectives in relation to departmental goals and objectives.

LICENSES AND OTHER REQUIREMENTS:

Valid California driver’s license.

WORKING CONDITIONS:

Environment
- Office environment
- Driving a vehicle to conduct work
Physical Abilities:

- Speaking to make presentations.
- Sitting for extended periods of time.
- Dexterity of hands and fingers to operate office equipment.