



NVTA Title: **MARKETING AND COMMUNICATIONS OFFICER**
FLSA: Non-Exempt
Salary Range See Current Salary Resolution
Last Amended: 09/18/2019

DEFINITION

Under administrative direction, acts as Napa Valley Transportation Authority's Marketing and Communications Officer; coordinates public information/public relations activities through a variety of communications media and community resources; assumes responsibility for the ongoing management and growth of the agency's social media and public outreach/community presence.

The NVTA is a joint powers organization consisting of the County of Napa, the cities of American Canyon, Napa, St. Helena, Calistoga, and the Town of Yountville and serves as the congestion management agency and public transit provider jointly engaged in the coordination of transportation planning, programs and systems.

CLASS CHARACTERISTICS

Under administrative direction of the Executive Director, the Marketing and Communications Officer will coordinate the public information and communication activities; prepare and disseminate information concerning the activities of the NVTA; coordinate public information activities with member jurisdictions and other organizations; manage the agency's social media platforms, and assist and advise the agency on information strategies and techniques. This position requires independent judgement and the ability to make decisions in recommending, implementing and coordinating information. The incumbent must be highly skilled in the area of public relations, communications, marketing, intergovernmental relations, and governmental operations; must work within broad policy guidelines establishing, interpreting, and carrying out agency policies.

SUPERVISION RECEIVED AND EXERCISED

Administrative direction is received from the Executive Director with day-to-day oversight from the Director-Capital Development and Planning and the Director-Administration, Finance and Policy, or designee.

The incumbent may directly or indirectly supervise employees.

ESSENTIAL FUNCTIONS

Duties may include, but are not limited to, the following:

1. Act as the public relations representative for the NVTA, including maintaining the agency's social media (Facebook, Twitter, Instagram, and Next Door) platforms and websites.

2. Establish marketing and outreach strategies and objectives for various plans, projects, and programs.
3. Develop and implement a marketing plan for the Vine Transit system.
4. Develop, procure, and maintain informational and promotional materials concerning the operations, programs, and services of NVTA and dissemination to the public.
5. Research, write, and arrange for the publication and distribution of press releases, newspaper articles, bulletins, pamphlets, and other news and promotional materials concerning NVTA programs, services, accomplishments and events of public interest.
6. Coordinate press release distribution to the media; review print media and maintain a file of press clippings regarding agency activities.
7. Respond to requests for information from print and broadcast media and arrange press conferences.
8. Develop and administer policies, procedures, and practices as needed.
9. Perform complex and highly responsible administrative work, which requires a thorough knowledge of governmental operations, procedures, policies, rules and regulations.
10. Exercise sound judgement and make decisions related to the content of NVTA's website and social media platforms.
11. Monitor and analyze federal and state legislation as it pertains to NVTA and its functions.
12. Prepare administrative reports and correspondences.
13. Manage website and graphic artist contractors.
14. Organize, coordinate, and attend/participate in public/community promotional activities and events including evening and weekend events as needed.
15. Develop and monitor marketing budget.
16. Perform related duties as assigned.

QUALIFICATIONS GUIDELINES

To qualify for this position, an individual must possess a combination of experience, education, and/or training that would likely produce the knowledge and abilities required to perform the work. A desirable combination of qualifications is described as follows:

Education: Equivalent to a bachelor's degree from an accredited four year college or university with major coursework in communications, public relations, public policy, business or public administration, marketing, general management, or a closely related field.

Experience: Three years of responsible administrative experience involving public communications/public relations, public contact working with governmental boards or

commissions, experience working with governing bodies and/or elected officials in a local government office is preferred. General related skills and experience will be considered.

Bilingual in Spanish (oral and written) highly desirable, but not required.

REQUIRED KNOWLEDGE AND ABILITIES

Knowledge of:

- Principles, practices, public relations and marketing.
- Principles, techniques, and methods to plan, develop, and coordinate an effective public information/education and media outreach program.
- Principles and practices of communications and public relations including an understanding of the requirements of various media platforms.
- Working knowledge and real-world experience in planning, managing, and executing social media and marketing initiatives.
- Experience planning social media campaigns; knowledge of social media legal guidelines.
- Knowledge of emerging communication technologies and platforms.
- Knowledge of public sector transportation (desirable but not required).
- Understanding of government public agencies, including the role of an elected Board and public committee structures.

Ability to:

- Represent the NVTA in public relations matters; explain policies and services of NVTA.
- Organize and direct public information operations.
- Develop and implement policies, program objectives, procedures, and evaluation techniques.
- Make decisions exercising independent judgement.
- Maintain confidentiality of sensitive information.
- Establish and interpret policies and procedures.
- Write and/or edit pamphlet articles, speeches, scripts, and other materials for public release.
- Establish priorities, meet deadlines, and exercise sound judgement; oversee, assign and coordinate with work of assigned staff.
- Analyze situations accurately and take effective action.
- Communicate effectively, both verbally and in writing.
- Prepare and maintain accurate and detailed records.

- Oversee and manage consultant staff on special projects.
- Establish and maintain effective working relationships with staff, the public, the news media, and other representatives outside the agency.
- Operate a variety of equipment including computers, cameras, scanners and related office and public information equipment.
- Working knowledge of Microsoft Office Suite, including PowerPoint and Publisher.
- Working knowledge of or aptitude to learn graphic design software such as Adobe Illustrator and Adobe Photoshop or other similar software.
- GIS mapping skills desirable but not required.

PHYSICAL DEMANDS

While performing this job, the employee is regularly required to walk; sit; use hands to handle objects; operate keyboards, tools, or controls; and make condition assessments. The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this position. Able to lift 20 pounds and handle office equipment.

REQUIRED LICENSES OR CERTIFICATES:

Possession of a valid California driver's license is required.