



NVTA Title: **MARKETING AND INFORMATION SPECIALIST**  
FLSA: Non-Exempt  
Salary Range See Current Salary Resolution  
Last Amended: 10/20/2021

### **DEFINITION**

Under administrative direction, acts as Napa Valley Transportation Authority's Marketing and Information Specialist; assumes responsibility for the ongoing management and growth of the agency's social media platforms and websites, works with NVTA staff on marketing and public outreach/community engagement and creates NVTA's public outreach and marketing materials.

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 Information Specialist will coordinate the agency's media communications (including websites and social media platforms), and marketing activities; prepare and disseminate NVTA information and marketing materials; coordinate public information activities with member jurisdictions and other organizations; 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 marketing; 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 of Administration, Finance and Policy, or designee.

### **ESSENTIAL FUNCTIONS**

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

1. Act as the on-line media representative for the NVTA, including maintaining the agency's social media (Facebook, Twitter, Instagram, and Next Door) platforms and the NVTA and Vine websites. Run regular social promotions and marketing campaigns and track their success.
2. Working with transit and planning staff, establish marketing campaign 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, brochures, 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 digital record of activities.
7. Prepare materials for community events and public outreach meetings and table at community events
8. Respond to public comments and requests about the Vine Transit system
9. Procure NVTA and Vine branded collateral for NVTA and the Vine Transit system
10. Exercise sound judgement and make decisions related to the content of NVTA's website and social media platforms.
11. Prepare administrative reports and correspondence
12. Manage website and graphic artist contractors
13. Maintain the NVTA and Vine Transit websites, work with project managers to update content on a regular basis.
14. Assist in production and coordination of various grant applications, slide deck presentations and reports for NVTA and Vine projects and programs.
15. Maintain a repository of graphics, maps, and other visual materials for slide deck presentations and reports.
16. Organize, coordinate, and attend/participate in public/community promotional activities and events including evening and weekend events as needed.
17. Conduct research and analyze data to identify and define target markets.
18. Develop instructional manuals and tutorials of the various software programs the agency utilizes.
19. 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 (or equivalent experience) with major coursework in communications, public relations, or, marketing or a closely related field.

Experience: Candidates without degrees with demonstrated experience in marketing, graphic design, or communications; experience working with governing bodies and/or elected officials in a local government office with 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 of public information 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 with 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).
- Graphic design and developing public information materials.

### *Ability to:*

- Organize and direct public information, including website and social media platforms
- Design and production of public communication and outreach materials
- 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.
- Communicate effectively, both verbally and in writing.
- Prepare and maintain accurate and detailed records.
- Oversee and manage graphic design consultants on special projects.
- Operate a variety of equipment including computers, cameras, scanners and related office and public information equipment.
- Aptitude in Microsoft Office Suite, including PowerPoint and Publisher.

- Aptitude in graphic design software such as Adobe Illustrator, Adobe InDesign 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.