



Marin County Transit District

Is recruiting for ...

COMMUNITY OUTREACH COORDINATOR (Analyst Level)

\$87,310 - \$117,876 annual salary depending on qualifications and an outstanding benefits package.

OVERVIEW OF THE POSITION

We are thrilled to offer an exciting opportunity for a Community Engagement Coordinator to join our agency and contribute to the development and delivery of innovative transit services in Marin County. The successful candidate will play a vital role in supporting our engagement, marketing, and communication efforts. The candidate will be responsible for a variety of activities to engage current riders and promote Marin Transit's services with the goals of:

1. Maintaining high rider satisfaction and building rider trust,
2. Broadening awareness of Marin Transit and our services,
3. Building strong relationships with partner organizations,
4. Supporting ongoing ridership recovery and growth, and
5. Supporting accessibility of Marin Transit's services.

Under direct supervision from the Senior Planning Analyst and general supervision from the Director of Planning, the Community Engagement Coordinator will be responsible for helping to develop and implement a comprehensive community engagement and marketing plan for Marin Transit services. The position will develop and implement creative and effective strategies to engage and educate our riders, collect rider feedback, and do general community outreach, education, and marketing. They will work closely with the planning, operations, and capital teams to ensure community and rider feedback informs service and capital decisions. The position will involve developing and maintaining digital content, printed materials, and other graphics and communications. The role also entails work and collaboration with community partners and local government agencies.

The ideal candidate for this position will be self-motivated and team-oriented, comfortable working in a highly collaborative environment. They will have a demonstrated ability to work with and communicate effectively with a wide range of individuals and groups and have

strong organizational and time-management skills. Additionally, the ideal candidate will have experience in marketing and communications and/or knowledge of transportation planning transit operations.

ABOUT THE DISTRICT

Marin County Transit District (Marin Transit) is responsible for funding, planning, and management of all public transit services operating within Marin County, including fixed route, community shuttle, supplemental school, and paratransit services. Marin Transit works closely within the community to develop and deliver the most strategic, effective, and efficient local transit system in northern California. For additional information about Marin Transit, please visit our website at www.marintransit.org.

ABOUT MARIN COUNTY

Located just across the Golden Gate Bridge, and minutes from downtown San Francisco, Marin County is a dynamic, economically, and culturally diverse community of 260,000 informed and involved residents. Marin County is marked by beautiful beaches, groves of redwoods and oaks, rolling foothills, and scenic valleys. Marin County is known for its combination of rural and suburban lifestyles and is a recreation destination for the entire Bay Area with more than 140,000 acres of federal, state and county parkland, county open space and water district lands. The mild year-round climate is highlighted by cool, coastal fog tempering the warm inland temperatures of summer.

CORE DUTIES

Duties and responsibilities include, but are not limited to the following:

- *Communication:* Working closely and regularly with the general public as well as public agencies and officials, which may include public speaking and oral presentations. Communicating in Spanish and English is regularly required.
- *Develop Strategies:* Developing and implementing creative strategies to engage and educate riders and the community, collect feedback, and promote Marin Transit's services. Assisting with identifying best practices and innovations in the fields of outreach, engagement, marketing, and customer service.
- *In-Person Engagement:* Coordinating and representing Marin Transit at community outreach meetings, public hearings, events, and other in-person activities intended to educate the community and collect input.
- *Printed Material:* Designing, reviewing, and printing of marketing and informational materials such as brochures, maps, fact sheets, advertisements, display panels, on-board and bus stop notices, route timetables, and coordinating other graphic design and audio-visual needs.
- *Digital Content:* Developing, managing, and maintaining social media and digital programs and content (e.g. website, e-blast calendar, listserv, e-blasts).

- *Customer Service:* Filling in for front desk if Administrative Assistant is absent and providing support in customer service interactions as requested.
- *Evaluating:* Maintaining processes and protocols for tracking and evaluating community engagement activities including reporting to the Board and analyzing effectiveness of strategies, activities, campaigns, and events.
- *Surveying:* Working with Planning & Operations staff to develop, administer, and analyze surveys related to rider feedback and satisfaction.
- *Equity:* Supporting inclusion of diverse communities in planning and marketing our programs and projects.
- *Program Support:* Supporting engagement and customer service needs of ongoing Marin Transit programs (e.g. school transportation, Marin Access services for older adults and people with disabilities)
- *Agency/CBO Coordination:* Regularly coordinating with local peer agencies and community organizations to increase collaboration and cultivate opportunities for new offerings, promotions, and cross-marketing opportunities. The successful candidate will play a pivotal role in maintaining, fostering and enhancing positive relationships and serving as a liaison.
- *Teamwork:* Working collaboratively with cross-functional teams to achieve departmental and organizational goals.

REQUIRED SKILLS AND EXPERIENCE

The following skills are required from prospective candidates:

- Bilingual Spanish speaker.
- Experience in supporting community outreach and educational programs, implementing online and in-person community engagement activities.
- Excellent written and oral communication and comfort communicating with a variety of audiences.
- Excellent customer service skills, including ability to interact with riders and members of the public in a consistently positive and professional manner.
- Ability to establish and maintain effective working relationships with representatives of public, private, and community organizations.
- Experience in creating printed materials, e.g. publicity pieces, notices, posters, postcards, and/or other outreach and marketing materials.
- Proficient with Microsoft Office applications and basic knowledge of Adobe Creative Suites, incl. Adobe Illustrator and In Design.
- Experience with supporting development of website content and managing social media platforms and email listservs.
- Project management skills including ability to organize multiple tasks/projects effectively and efficiently, establish priorities, and set goals and objectives.
- Ability to learn new programs quickly and independently.

- Motivated and self-directed with an ability to exercise sound independent judgment and follow through on commitments.
- Possesses cultural competence and applies the skills, values, and principles that acknowledge, respect, contribute, and work effectively across cultural differences. Recognizes the unique value, perspectives, strengths, and challenges of every person in the community.
- Demonstrates high levels of emotional intelligence, self/social awareness, self-management, empathy, and curiosity.
- Positively collaborates and builds/maintains authentic and trusting relationships.

DESIRED SKILLS AND EXPERIENCE

The following skills are desired; a candidate with some/all of these would represent an ideal candidate for this position:

- Experience coordinating and facilitating small and/or large group meetings.
- Ability to communicate complex ideas and concepts in writing and through presentations to diverse audiences.
- Experience doing marketing and communications for an organization, including understanding of how to implement integrated and effective marketing programs across channels, including digital and print.
- Advanced skills in Microsoft Office applications and Adobe Creative Suites, incl. Adobe Illustrator and In Design.
- Experience working in the public sector, especially the public transit industry.
- Experience with press and media (e.g. press releases, getting press coverage).

PHYSICAL WORKING CONDITIONS

The position involves a mix of administrative and physical tasks, including loading and unloading tables, chairs, technology equipment, and a 50lb canopy from a staff vehicle. The successful candidate must have the ability to be available during evenings and weekends. This role requires spending extensive time both in the office and in the field. Office work may require prolonged sitting, standing, walking, kneeling, squatting, and stooping in the performance of daily activities. Fieldwork may involve working outdoors in various weather conditions and actively traveling around Marin County using a District-provided vehicle or the transit system. The position may also require the ability to lift, drag, and push files, paper, and boxes weighing up to 35 pounds, as well as heavier lifting during loading and unloading tasks. Accommodations for some of these requirements may be considered for otherwise qualified individuals requiring and requesting such accommodation.

Currently, Marin Transit employees are required to work on site three to four days a week depending on position and performance.

Special Requirements:

- 1) Must be willing and able to travel to and attend meetings within or outside the boundaries of the County of Marin and set up equipment and materials for community events as needed.
- 2) Must be willing and able to work outside regular business hours and on occasional weekends, attending civic, community, and client meetings, as well as marketing events and other activities.
- 3) Must have a valid California Driver's License and the ability to operate a District-provided vehicle, as well as load and unload equipment and materials from the vehicle, including the 50lb canopy.

SUPERVISION RECEIVED AND EXERCISED

Daily direction is provided by the Senior Mobility Planner with general supervision provided by Director of Planning. The position may also receive supervision on certain tasks from the Director of Operations & Service Development, Director of Administrative Services, and Senior Planners. The position will interact regularly with staff throughout the District.

EDUCATION AND EXPERIENCE

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

Education:

Equivalent to a bachelor's degree in public relations, journalism, marketing, communications, planning, or a related field from an accredited college or university.

Experience:

A minimum of two (2) years of professional experience in marketing and outreach, public relations, communications, or a related field, or an equivalent thereof.

APPLICATION

For an application, please visit www.marintransit.org/jobs. Submit the completed application, a resume, cover letter and supplemental questionnaire in pdf format to hr@marintransit.org or mail to Marin Transit, Attention HR, 711 Grand Ave, Suite 110, San Rafael, CA, 94901.

Applications/resumes received will be screened according to the qualifications outlined in this posting. The most qualified candidates will be invited to interview and complete skills test. Finalists will be asked to provide references and undergo a background check to verify information supplied in the application materials. (continued on next page)

If you have questions about this job or the hiring process, please email Holly Lundgren at hlundgren@marintransit.org

The first review of applications will be September 6, 2023. This position is open until filled and may close without notice.

SUPPLEMENTAL QUESTIONNAIRE

Responses to these Supplemental Questions must be submitted with your application materials. We will not consider resumes submitted without responses to the supplemental questions.

These questions are designed to help you present your qualifications for this position. Your responses, along with your application and resume will be used to determine whether you will be invited to continue in the selection process. Responses should be complete, concise, and specific. Clarity and completeness of your answers will be considered in the evaluation process.

1. What experience do you have with community outreach and engagement and/or customer service? Please provide specific examples where possible.
2. Please describe your communication skills and examples of effective use of your communication skills.
3. Please describe any experience you have with the creation, production, and/or review of graphics and printed promotional or educational materials.
4. Please describe any experience you have with creation and management of social media and/or website content on behalf of an organization.
5. Please explain why you are interested in working for Marin Transit.