



DEPARTMENT MANAGER, MARKETING AND RESEARCH

JC: XF132
PB: 12
FLSA: Exempt

BU: 95
October 2000

*Class specifications are intended to present a descriptive list of the range of duties performed by employees in the class. Specifications are **not** intended to reflect all duties performed within the job.*

DEFINITION

Plans, directs, manages and oversees the activities and operations of the Marketing and Research Department including the development and direction of all District marketing activities and promotional programs and oversight of programs to measure customer satisfaction and enhance ridership; coordinates assigned activities with other departments and outside agencies; provides highly responsible and complex administrative support to the Executive Manager, External Affairs; and performs related duties as assigned.

CLASS CHARACTERISTICS

This single position class manages, through subordinate staff, short and long term marketing work plans and programs to create a strong and positive image for the District and activities, operations and programs in customer and performance research. Responsibilities include coordinating market research, producing promotional material and developing marketing opportunities for the District and oversees studies and programs designed to measure and improve customer satisfaction. The incumbent is accountable for accomplishing all department goals and objectives and for furthering District goals and objectives within general policy guidelines. This class is distinguished from the Executive Manager, External Affairs in that the latter is responsible for the overall management responsibilities for the External Affairs Office and reports directly to the General Manager.

EXAMPLES OF DUTIES - *Duties may include, but are not limited to, the following:*

1. Assumes full management responsibility for all department services and activities including the development and direction of all District marketing activities and promotional programs and programs to measure customer satisfaction and programs to enhance ridership; oversees business outreach, and station and train advertising contracts; recommends and administers policies and procedures.
2. Manages and participates in the development and implementation of departmental goals, objectives, policies and priorities for each assigned program; recommends and administers policies and procedures.

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3. Establishes, within District policy, appropriate service and staffing levels; monitors and evaluates the efficiency and effectiveness of service delivery methods and procedures; allocates resources accordingly.
4. Plans, directs and coordinates, through subordinate level staff, the Marketing and Research Department's work plan; assigns projects and programmatic areas of responsibility; reviews and evaluates work methods and procedures; meets with key staff to identify and resolve problems.
5. Reviews and approves survey research methodology and analysis; reviews sampling plans, instruments, field work, data entry and coding, and statistical analyses; participates in completion and review of final reports.
6. Conducts a variety of organizational studies, investigations and operational studies, recommends modifications to performance and research programs, policies, and procedures as appropriate. Reviews and evaluates customer acceptance of new services, facilities, and equipment.
7. Assesses and monitors work load, administrative and support systems, and internal reporting relationships, identifies opportunities for improvement; directs and implements changes.
8. Prepares requests for proposal for market, research, display and other contracts; negotiates, administers and ensures contract compliance with contractual obligations.
9. Develops promotional programs with third party vendors and media; coordinates marketing efforts with the Public Information Marketing Committee and other external transit agencies.
10. Develops, plans, and directs customer information programs including public information signage and anti-graffiti programs; directs corporate identity program.
11. Monitors developments and legislation related to assigned areas of responsibility; evaluates impact upon District operations; recommends and implements policy and procedural improvements.
12. Selects and manages outside contractors responsible for producing promotional materials, information, and advertising; reviews and approves the work of contractors.
13. Selects, trains, motivates and evaluates assigned personnel; provides or coordinates staff training; works with employees to correct deficiencies; implements discipline and termination procedures.
14. Oversees and participates in the development and administration of the department budget; approves the forecast of funds needed for staffing, equipment, materials and supplies; approves expenditures and implements budgetary adjustments as appropriate and necessary.
15. Explains, justifies and defends department programs, policies and activities; negotiates and resolves sensitive and controversial issues.
16. Represents the Marketing Department to other departments, elected officials and outside agencies; coordinates assigned activities with those of other departments and outside agencies

and organizations.

17. Participates on a variety of boards, commissions, and committees; prepares and presents staff reports and other necessary correspondence.
18. Provides staff assistance to the Executive Manager, External Affairs.
19. Attends and participates in professional group meetings; stays abreast of new trends and innovations in the field of marketing and consumer relations.
20. Responds to and resolves difficult and sensitive citizen inquiries and complaints.

QUALIFICATIONS

Knowledge of:

- Operations of a comprehensive marketing and advertising program
- Principles and practices of marketing and promotion program development and administration
- Principles and practices of policy and program development and administration
- Principles and practices of contract administration
- Methods and techniques of advertising, marketing, and media planning
- Methods and techniques of market research, analysis and program development
- Methods and techniques of survey research and analysis
- Methods and techniques of statistical and financial analysis
- Methods and techniques of audio, video, and print production
- Principles and practices of budget preparation and administration
- Principles of supervision, training and performance evaluation
- Related Federal, State and local laws, codes and regulations

Skill/ Ability in:

- Managing a comprehensive marketing, research, service evaluation, and advertising program
- Developing and administering departmental goals, objectives and procedures
- Analyzing and assessing policies and operational needs and making appropriate adjustments
- Identifying and responding to sensitive community and organizational issues, concerns and needs
- Delegating authority and responsibility
- Directing activities of contracted and consultant services
- Selecting, supervising, training and evaluating staff
- Researching, analyzing and evaluating new service delivery methods and techniques
- Preparing clear and concise administrative and financial reports
- Preparing and administering large and complex budgets
- Interpreting and applying applicable Federal, State and local policies, laws and regulations
- Communicating clearly and concisely, both orally and in writing.
- Establishing and maintaining effective working relationships with those contacted in the course of Work
- Designing and using computerized databases

MINIMUM QUALIFICATIONS

Education:

A Bachelor's degree in marketing, communications, statistics, business administration, or a related field from an accredited college or university.

Experience:

Six (6) years of (full-time equivalent) verifiable professional marketing or market research experience which must have included at least three (3) years of management and administrative experience.

Other Requirements:

Must possess a valid California driver's license and have a satisfactory driving record.

Substitution:

Additional professional experience as outlined above may be substituted for the education on a year-for-year basis. A college degree is preferred.

WORKING CONDITIONS

Environmental Conditions:

Office environment; exposure to computer screens.

Physical Conditions:

May require maintaining physical condition necessary for walking, standing or sitting for prolonged periods of time.

BART EEO-1 Job Group: 0500 - Executives/Managers
Census Code: 0050 - Marketing/Sales Managers
Safety Sensitive: N