

**September 21, 2017**

**RECRUITMENT ACCOUNCEMENT  
MARKETING COORDINATOR**

**HOURLY:  
\$28.59 to \$37.22**

**FIRST REVIEW DATE: October 13, 2017  
Open until filled**

**JOB SUMMARY:**

The purpose of this position is to coordinate the marketing, advertising and promotional activities for the District, including the five-year marketing plan.

**ESSENTIAL JOB FUNCTIONS:**

Writes press releases, guest opinions, scripts, and speeches related to ridership, transit projects, promotional events and other related issues.

Serves as the District's primary storyteller, writer, and editor.

Develops communication pieces focused on the District's representation to internal and external audiences, which includes: researching, writing, editing, reviewing layout, giving direction on production specifications, and distributing materials; developing the annual report; and, preparing newsletters and informational brochures.

Reviews collateral pieces produced by internal departments to ensure accuracy and positive representation of the District; checking accuracy of facts, editing for spelling, grammar and word usage, and proper usage of the logo.

Coordinates Board member participation at outreach events and ensures they have information pertinent to the event. Prepares related speeches, scripts, announcements, and articles related to promotional events.

Develops speaker's bureau.

Serves as web content developer; oversees online newsroom.

Serves as back-up PIO for the District.

Serve as cherriots.org and social/digital media backup.

Performs other duties of similar nature and level as assigned.

**REQUIRED KNOWLEDGE, ABILITIES AND SKILLS:**

Advanced skills/experience in planning and executing strategic communication such as brand messaging, media campaigns, reputation management and crisis/issue management

Experience cultivating good relationships with reporters at traditional and new media outlets and at pitching and promoting stories and experts

Excellent project management skills; able to manage several high-priority projects simultaneously in a heavy volume environment meeting budgets and deadlines

Impeccable writing, editing and presentation skills, including ability to persuade and negotiate

Advanced knowledge and proven expertise in media relations outreach

Comprehensive knowledge and proven expertise in developing robust, measurable media campaigns

Ability to stay abreast of, learn and adapt to emerging technology

Ability to perform duties using highest level of confidentiality and discretion in sensitive issues

Able to work effectively independently and as part of a dynamic, high-performing team to drive toward common goals

Ability to lead effectively and coordinate team projects

Positive attitude, proven ability to work successfully with diverse populations and demonstrated commitment to promote and enhance diversity and inclusion

Shows initiative and ability to manage time, prioritize multiple and concurrent tasks and quickly produce results under tight deadlines.

Must be deadline and detail-oriented while simultaneously being flexible and able to meet sudden and unpredictable needs

**SPECIAL REQUIREMENTS:**

Ability to obtain and maintain a valid Oregon Class C driver's license and driving record that demonstrates adherence to safety and traffic laws and regulations.

No criminal conviction which may, in the sole judgment of the District, constitute a threat to property or the safety of others.

**REQUIRED EDUCATION AND EXPERIENCE:**

A bachelor's degree in marketing, journalism, business administration, public relations, or similar field. At least four years of experience in marketing or related field.

OR

Any satisfactory equivalent combination of related experience and training which provides required knowledge, abilities and skills.

**WORKING CONDITIONS:**

Usual office working environment, however, may have to drive or take the bus to perform essential functions of the position with potential exposure to inclement weather.

May have prolonged periods of standing or walking.

Exposure to the general public and large groups.

Some manual labor may be required such as bending, kneeling, squatting and with assistance push, pull, or carry up to 40 pounds. This would include but not be limited to the set up/take down of various displays, tables, signs and other items generally associated with public outreach and marketing events.

Work will be both indoors and outdoors - on occasion there is direct exposure to all weather conditions.

May be required to work varying schedules to accommodate events in the evening or weekends.

**THE ABOVE DESCRIPTION COVERS THE MOST SIGNIFICANT DUTIES PERFORMED BUT DOES NOT INCLUDE OTHER OCCASIONAL WORK WHICH MAY BE ASSIGNED WHICH WOULD BE SIMILAR, RELATED, OR A LOGICAL ASSIGNMENT TO THE POSITION. OCCASIONAL WORK THAT MAY BE ASSIGNED WHICH WOULD BE SIMILAR, RELATED, OR A LOGICAL ASSIGNMENT TO THE POSITION.**

**TO APPLY:**

**Please submit our application with a cover letter, and writing sample. You may obtain an application:**

- ❖ On-Line: You may download application materials in Microsoft Word format (.doc) from Salem Area Mass Transit's District Employment page. Refer to specific current job opportunity of interest for application materials. Website: [www.cherriots.org](http://www.cherriots.org)
  
- ❖ In Person: You pick-up application materials from Human Resources Department located at 555 Court St NE Salem, Oregon 97301 .Our office hours are from 8:00 a.m. to 5:00 p.m., Monday through Friday.
  
- ❖ By Telephone: You may request that an applicant packet be sent to you by calling our Human Resources Department at 503-588-2424. Application materials will be sent via U.S. Mail. Our office hours are from 8:00 a.m. to 5:00 p.m., Monday through Friday.
  
- ❖ By U.S. Mail: Application materials may be requested via U.S. Mail.

Mail or deliver to: Salem Area Mass Transit District  
Human Resources Department  
555 Court St NE, Suite 5230  
Salem, OR 97301

OR

Or email to: [Recruitment@cherriots.org](mailto:Recruitment@cherriots.org)

Faxes or resumes in lieu of original official District application form not accepted. Applications may be submitted in person, by e-mail or by mail; however, Salem Area Mass Transit District is not responsible for lost or delayed mail.

**AN EQUAL OPPORTUNITY EMPLOYER**

**NOTE: Under the provisions of the Immigration Reform and Control Act of 1986, Salem Area Mass Transit District will require any person hired or rehired to provide evidence of identity and eligibility for employment.**