

September 21, 2017

**RECRUITMENT ACCOUNCEMENT
MARKETING/SOCIAL MEDIA COORDINATOR**

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

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

JOB SUMMARY:

The individual in this position is the digital media and graphic design lead for the District, responsible for maintaining social media presence on Facebook, Twitter, Instagram and LinkedIn.

ESSENTIAL JOB FUNCTIONS:

Manages the district's website, including content and design

Build and manage the District's social media profiles and presence, including Facebook, Twitter, LinkedIn, Google+, and potentially additional channels (Snapchat, Instagram, Vine, etc.)

Enlist social media marketing techniques to increase visibility, brand identity and traffic across social media platforms

Monitor all District social media platforms; monitor other transit partner social media sites for ideas and trends

Run regular social promotions and campaigns and track their success

Coordinate the District's public outreach and public information activities through social media

Create templates for marketing team to use for posting on social media, blog, email and other channels

Develop other materials for design needs such as presentations, signage and promotional collateral

Design and coordinate production of in-house newsletter

Coordinate development of videos for YouTube, organizing volunteers and working with videographers

Serve as lead for Emergency Operations Center

Promote customer education and information campaigns

Perform other duties and responsibilities as assigned by the Director of Communication

REQUIRED KNOWLEDGE, ABILITIES AND SKILLS:

Ability to use Adobe Creative Suite and similar technologies

Creative thinker with an ability to use both data and intuition to inform decisions

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

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

Ability to lead effectively and coordinate team projects

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

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

Advanced knowledge Social Media tools and techniques (including Facebook, Twitter, LinkedIn, Instagram)

Experience using/enthusiastic appreciation for public transportation

Proven working experience in digital marketing

Excellent communicator -- both written and verbal

Must be deadline and detail-oriented

Comfortable engaging with the public one-on-one at outreach events

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.

TO APPLY:

Please submit our application with a cover letter, and sample tweet. 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
- ❖ 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

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.