

DIGITAL COMMUNICATIONS SPECIALIST

DEFINITION

Under general supervision, the Digital Communications Specialist manages the San Francisco Bay Ferry's digital communications and marketing program and assists with all activities of the Public Information and Marketing Division.

SUPERVISION RECEIVED AND EXERCISED

This is a specialist class position that reports to the Public Information and Marketing Manager.

CLASS CHARACTERISTICS

This position is a key part of making sure San Francisco Bay Ferry maintains high passenger satisfaction and that passengers and the general public are well-informed about WETA and the ferry service.

EXAMPLES OF TYPICAL JOB FUNCTIONS *(Illustrative Only)*

Management reserves the right to add, modify, change, or rescind the work assignments of different positions and to make reasonable accommodations so that qualified employees can perform the essential functions of the job.

- Social media content and engagement strategy, management and implementation
- Website content development and management.
- Graphic design (in-house and collaborative work with outside consultants) for digital use as well as physical collateral
- Video development and production
- Advise and assist on paid digital marketing campaigns
- Assist Public Information and Marketing Manager on all relevant projects
- Back up Public Information and Marketing Manager on media relations tasks, including speaking to members of the media and planning public relations events
- Assist with technical production of SF Bay Ferry's Board of Directors meetings and other public events or meetings
- Assist other Divisions with passenger communication needs
- Assist with coordination and staffing of community engagement initiatives and events
- Maintain and organize digital assets in asset management system

QUALIFICATIONS

Knowledge of:

- Marketing and public information principles, practices, and techniques
- Principles of graphic design, short-form video production and brand awareness
- Basic principles of web development
- Public outreach strategies and campaigns
- Social media tools and role of social media in communications programs
- Concepts to solve complex problems and manage projects in creative and effective ways
- Experience in transportation of public-sector communications preferred

Ability to:

- Ability to communicate effectively, both orally and in writing
- Exercise good, professional judgment in interactions with the public and agency staff
- Work under stress under short timelines with unexpected last-minute changes
- Provide creative direction and design in the development of a variety of promotional, informational, and educational materials.
- Create relevant content for social media channels, and lead quality engagement on those channels using agency voice and tone
- Effectively manage and organize work, adjusting priorities to meet agency needs and demands
- Work collaboratively with interdisciplinary groups to develop and implement public information plans and materials to support agency work.
- Work with diverse groups and individuals inside and outside of the agency
- Establish and maintain effective working relationships with all levels of representatives from governmental and private agencies, co-workers, and the public.
- Identify and respond to sensitive community issues, concerns, and needs.
- Work independently
- Use personal computers and applicable software including MS Office (Outlook, Word, Excel, and PowerPoint), Adobe Photoshop and other standard marketing software.

Education and Experience

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

Education:

Equivalent to the possession of a Bachelor's degree from an accredited college or university with major course work in marketing, public relations, communications, journalism or an otherwise relevant field.

Experience:

At least two years working in a professional role related to marketing, media, customer engagement, public relations or public administration

PHYSICAL DEMANDS:

Most work will occur in an office environment, with some occasional field work on the ferries and in the community. Must possess mobility to work in a standard office setting and use standard office equipment, including a computer; vision to read printed materials and a computer screen; and hearing and speech to communicate in person, over the telephone, and in writing. This is primarily a sedentary classification although standing and walking between work areas may be required. Finger dexterity is needed to access, enter, and retrieve data using a computer keyboard or calculator and to operate standard office equipment. Positions in this classification occasionally bend, stoop, kneel, reach, push, and pull drawers open and closed to retrieve and file information. Employees must possess the ability to lift, carry, push, and pull materials and objects up to 25 pounds.