



Sonoma County Transportation Authority
Regional Climate Protection Authority

Sonoma County Transportation Authority (SCTA)/ Regional Climate Protection Authority (RCPA)

INVITES APPLICATIONS FOR THE POSITION OF:

Marketing and Communications Specialist

(Full Time Permanent)

Salary:

\$64,345.91-88,159.95 annually

Search Schedule:

Filing Deadline: October 3, 2021 (Open until filled)

First round interviews via Zoom: Mid-October

Second round interviews in-person: Late October

Desired start date: Early November

The SCTA/RCPA is seeking a creative communicator with an interest in transportation and climate change. This full time position will be part of a small collaborative team responsible for getting the message out about projects, programs and policies.

The Marketing and Communications Specialist:

- Develops and implements communication strategies to enhance community engagement and deliver timely information, and to increase awareness of SCTA/RCPA programs.
- Handles planning and execution of day-to-day marketing, communications, and public relations for the organization.

The position requires excellent communication skills, the ability to effectively represent a wide diversity of issues, and a desire to provide quality service to the Board of Directors, SCTA/RCPA staff, our partners, and the public. The position also requires commitment to community relations and being a valued partner in the communities of Sonoma County.

Key Duties and Responsibilities

- Lead the development and implementation of a comprehensive marketing and communications strategy and budget that aligns with SCTA/RCPA strategic goals.
- Provide direction and support on branding and consistently evaluate existing content for improvements and execute new content in alignment with the organization's voice. Manage templates and materials for staff use with branding consistent with SCTA/RCPA's look and voice.
- Create content for SCTA/RCPA media channels including web, publications, marketing, and outreach materials such as newsletters, annual reports, policy and research briefs, infographics, etc.

- Plans, coordinates, and conducts workshops, public hearings, citizen participation groups, public information meetings, webinars, and study sessions on related public projects.
- Work with staff to plan and execute creative communications and digital marketing around key initiatives, events, report releases, etc.
- Oversee and maintain the website, working with staff to make the best use of the platform and ensure information is up to date.
- Manage SCTA/RCPA's social media presence.
- Research, develop, write, and edit presentations, news releases, public relations articles, pamphlets, bulletins, graphic materials, and educational materials; ensure communication and related materials are consistent with SCTA/RCPA's standard of quality and cultural competence, including design, content, accuracy and translation.
- Monitors news publications and other SCTA/RCPA media coverage to analyze and evaluate communication needs based upon the public's interest and understanding of SCTA/RCPA plans and programs.

The ideal candidate has:

- Excellent verbal and written communication skills.
- Flexibility and self-motivation.
- Resourcefulness and good judgment in analyzing and resolving complex matters.
- Decision-making and problem-solving skills.
- Comfort with meeting facilitation and public speaking.
- Proficiency with website management, social media platforms and email newsletters.
- Fluency in Spanish.
- Working knowledge of Microsoft Office Products, Adobe Creative Suite, Dreamweaver, InDesign, Illustrator, Photoshop, and/or similar design products.

Minimum Qualifications

Bachelor or master's degree in communications, marketing, digital media, public relations, or a closely related field.

Three years of professional level experience working in public information/media relations, marketing, or a closely related field.

General Overview of SCTA/RCPA

The Sonoma County Transportation Authority (SCTA) was established in 1990 and is charged with coordinating transportation plans, programs and projects among the cities and County of Sonoma. The SCTA develops long range transportation plans covering all modes and works cooperatively with local, regional and State agencies to deliver capital projects as well as allocate various federal, state and regional funding programs. The SCTA is also responsible for the administration of a voter approved ¼ cent sales tax dedicated to transportation.

The Regional Climate Protection Authority (RCPA) was established in 2009 and is charged with leading and coordinating countywide efforts to implement and advocate a broad range of programs and projects to reduce GHG emissions. The RCPA serves as a central location for information sharing related to GHG reducing policies, projects and programs; helps to coordinate advocacy efforts to secure funding from all levels of government; and assists local partners in their efforts to identify, prioritize and implement GHG reducing measures.

The Marketing and Communications Specialist is selected by the Executive Director and reports to the Chief Deputy Executive Director. Combined, the SCTA/RCPA have a staff of thirteen and manage an annual budget ranging from \$30-\$100 million including both projects, grant funding, programs, and operations.

This is an open recruitment until the position is filled. The first deadline to apply is October 3, 2021.

Interviews will be scheduled shortly thereafter. Due to the Coronavirus (COVID-19) outbreak, the SCTA/RCPA office is temporarily closed. Therefore, we are accepting electronic applications only for this recruitment.

To apply: Email a cover letter, resume, [application](#), and [supplemental questionnaire](#) with “Marketing and Communications Specialist” in the subject line to margaret.fernandez@scta.ca.gov.