



POSITION:	Assistant Planning and Marketing Manager
DEPARTMENT:	Marketing
REPORTS TO:	Planning and Marketing Manager
FLSA STATUS:	Exempt
Salary/Rate:	Salary Band 32; Entry: \$98,838.27; Mid-point: \$111,193.05; Max.: \$123,547.84
AUTHORIZED:	Jerry Estrada, General Manager
DATE:	2026

GENERAL PURPOSE -

Under the direction of the Planning and Marketing Manager, the Assistant Planning and Marketing Manager is responsible for supervising the implementation of transit planning and service delivery studies and the identification of issues; directs and supervises the gathering, organizing, analysis and presentation of data for transportation-related studies; develops and recommends planning policies; and directs and supervises the preparation and presentation of oral and written planning reports. Administers the Marketing department's most complex marketing and public information projects and ongoing programs; supervises department staff engaged in developing and implementing strategies to market District services and produces and disseminates service information.

ESSENTIAL FUNCTIONS –

Planning:

- Performs difficult and complex transit planning, including run-cutting and scheduling, and service delivery studies; develops work plans and budget estimates for studies; implements survey techniques and processes; collects and analyzes data and makes recommendations using transportation planning and statistical methods, modeling, and budgeting and financial analyses data; forecasts future transit, transportation, economic or demographic conditions and trends.
- Analyzes route and schedule performance to determine areas of transit service improvement in terms of efficiency, productivity and effectiveness; assists in planning numbers of stops, length of route and runs per shift for routes according to union/management procedures and cost per mile/hour; prepares written evaluations of proposed route, service, and schedule changes.
- Prepares complex planning reports, forecasts, and recommendations related to transportation system improvements; prepares statistical charts, maps, and other documents to accompany studies, reports and presentations; prepares ridership, on-time performance, productivity, and other route and service measurement reports for the General Manager, Board of Directors and others as requested.
- Performs GIS work including data manipulation/conversion, spatial and statistical analysis, map-making, documentation, technical support and application development.

- Prepares written and graphical information and may make oral presentations on transit and service-related issues to the Board of Directors, staff, service users, governmental agencies, advisory committees and community groups.
- Manage and recommend community events, and social outreach activities to increase ridership, gain public support through event participation.
- Communicate and disseminate information to passengers, public, and potential riders with development of various marketing and public relations campaigns.

Marketing:

- Administers one or more major District marketing and/or public information projects or programs to build general public awareness, retain and increase ridership, provide service information, and solicit community input.
- Designs and administers assigned projects from inception to implementation; including project plans, workflow schedules, work assignments, and progress reports.
- Provides creative and technical direction, project oversight, motivation, and supervision to assigned staff engaged in the development, planning, and execution of marketing and public information projects and programs.
- Works closely with the Planning and Marketing Manager to review ridership and customer satisfaction trends and issues, identify new marketing and service information opportunities and strategies, and set program direction and goals.
- Develop and maintain contacts with local K-12 schools, colleges, and universities. Coordinate events and presentations as needed.
- Perform and conduct community outreach activities, including giving community presentations and providing information at community expos, fairs, senior/disabled community, business groups, and tradeshow to enhance the visibility, positive image and understanding of the District as its services to the community.

All Assignments:

- Work with staff to develop and submit federal and state planning reports, i.e., annual Transportation Improvement Plan (TIP) and triennial Title VI update.
- Maintain relations with community organizations, and other local agencies, and the general public.
- Actively work to promote public transportation as a valuable community service.
- Job responsibilities require occasional evening or weekend assignments as well as occasional business travel.
- May perform other duties as assigned by the Planning and Marketing Manager or designee.

QUALIFICATIONS: The following are the minimum qualifications, in order to successfully perform the duties and responsibilities of this position:

Education, Training, and Experience:

- Bachelor's degree from an accredited college or university, with major course work in communications, business administration or marketing, public administration, urban or regional planning, urban studies, geography, Geographic Information Systems (GIS), or a related field **OR** any combination of education and experience to fulfill the duties of the position.

- Two to five years of supervisory experience.
- Public Agency experience is preferred.
- Bi-lingual in Spanish preferred, but not required.
- Computer and software proficiency to include Microsoft Word, Excel, Outlook, Google Suite, Adobe Creative Suite, and ArcGIS. Microsoft Access a plus.
- Experience with Clever Reports, Swiftly, SurveyMonkey, and farebox software a plus.

Skills, Abilities and Qualifications:

- Modern transit system operating principles and including quality service concepts.
- Federal, state, and local, laws and regulations affecting transit planning, capital acquisitions, and construction planning, environmental review requirements, and reporting requirements.
- Scheduling and run-cutting principles and practices, including the use of computerized scheduling software applications.
- Statistical analysis, data collection practices and survey methods.
- Maintain and present self in a professional appearance and demeanor in general everyday setting and in stressful situations.
- Research and compile data and information, and apply analytical skills
- Prepare reports and presentations.
- Communicate effectively both orally and in writing in an office environment and present information clearly and concisely to various audiences.
- Establish and maintain effective working relationships with those contacted in the course of work, using principles of excellent customer service.
- Concise and coherent English language in effective communications and interactions regularly with other agency employees, members of the media, other agencies and the general public by telephone, in a one-on-one, face-to-face setting and/or group settings.
- Knowledge of modern office principles and practices to include business, reports and presentation writing.
- Ability to possess and maintain a Class C driver's license.
- Ability to perform assignments with speed and accuracy under time pressure and deadlines.

WORKING CONDITIONS – In general, the following physical demands are representative of those that must be met by an employee to successfully perform the essential functions of this job. **Environment:** primary work location is in a general office environment, heated during the winter, cooled in the summer, and may work occasionally outdoors for special events. Job is not subject to significant occupational or environmental hazards; may drive district vehicle while conducting district business. **Physical:** Hearing and Speaking sufficient to articulate information in person, and by telephone. Vision within normal range with or without correction; sitting or standing for extended periods of time; walking on uneven surfaces; uses hands to handle, feel and operate standard office equipment including work assigned computer; mental capability to use or apply analytical reasoning and concepts, read and interpret documents, observe and interpret people and situations, perform detailed on multiple concurrent tasks. Ability to move/lift 25 pounds.

Hazards – Exposure to traffic, fumes, dust, dirt, and computer screens.