



SUNLINE TRANSIT AGENCY
invites applications for the position of:

Outreach Technician

SALARY: \$15.23 - \$20.31 Hourly

DIVISION: Administration

DEPARTMENT: Public Information

OPENING DATE: 02/06/19

CLOSING DATE: 02/19/19 11:59 PM

SUMMARY:

It is an entry level position in the professional marketing series. An incumbent independently performs the full range of marketing and public information program duties, including assisting in planning and carrying out community events, public transit training and public relations activities. Work involves the use of independent judgment and requires knowledge of public relations and marketing principles and practices as well as substantial familiarity with Agency marketing and public information practices and policies.

DUTIES & RESPONSIBILITIES:

- Participates in proactively communicating information to the public and internal customers which promote the Agency and educate targeted audiences regarding its programs, activities and initiatives.
- Represents the Agency in a wide variety of public interactions; serves as Agency liaison with a variety of civic and community organizations; plans, develops and delivers materials for and conducts presentations to school, community and business groups regarding Agency services and programs; answers questions and provides and provides information to individuals and customer groups upon request.
- Assists in planning, organizing, and executing Agency marketing, special and/or media events; assists in event concept, design, location, theme and audiences; assists in planning, organizing and monitoring event logistics.
- Performs research necessary to effectively target and grow the Agency's rider base; plans and conducts various research projects for funding; works with staff from other departments, committees and vendors as required by project assignments.
- Responds to daily information requests from the public, in person, by telephone, email, and Internet, and mail; implements photo shoots for transit passes and provides group and one-on-one travel training for customers.
- Plans and coordinates events and promotions for Agency employees; may provide event photography.

OTHER DUTIES

- Encourages and accepts open communication and feedback.
- Speaks persuasively and convincingly.
- Understands how goals should be set and blends both short and long-term goals in order to ensure positive outcomes across the short and long-term.
- Could speak knowledgeably about the basics of the industry and the business and contributed basic information when requested.
- Encouraged a culture of accountability throughout the department.
- Must contribute ideas and skills toward the achievement of team goals and encouraged and helped others to do the same.
- Must that the amount of work produced not only met or exceeded expectations, but met or exceeded quality standards at the same time.

MINIMUM QUALIFICATIONS:

- High School or G.E.D equivalent

- At least three years of progressively responsible marketing, public information, public relations or closely related experience
- At least two years of which were at the level of Marketing Specialist; or an equivalent combination of training and experience
- Bilingual Preferred
- A valid Class C California driver's license and the ability to maintain insurability under the Agency's insurance policy

SUPPLEMENTAL INFORMATION:

Disclaimer: This job specification is not to be construed as an exhaustive statement of duties, responsibilities, or requirements.

All applicants are subject to SunLine Transit agency employment requirements, including our Physical. Drug and Alcohol testing program and Background check.

Nepotism Policy: Recruitment shall be conducted consistent with the Agency's nepotism policy, which is available upon request by contacting Human Resources at 760-343-3456, ext. 1609.

?SunLine Transit Agency reserves the right to select the best qualified of the persons applying for vacant positions.

AN EQUAL EMPLOYMENT OPPORTUNITY/AFFIRMATIVE ACTION EMPLOYER

APPLICATIONS MAY BE FILED ONLINE AT:
<https://www.sunline.org>

Position #1800064
OUTREACH TECHNICIAN
MM

32505 Harry Oliver Trail
Thousand Palms, CA 92276
760-343-3456 X1609

hrinfo@sunline.org
