

POSITION DUTY STATEMENT**PROPOSED**

PM-0924 (REV 06/2013)

CLASSIFICATION TITLE Associate Transportation Planner	OFFICE/BRANCH/SECTION Division of Rail, Operations and Marketing	
WORKING TITLE Marketing Analyst and Outreach Coordinator	POSITION NUMBER 900-075-4721-xxx	EFFECTIVE DATE

As a valued member of the Caltrans team, you make it possible for the Department to improve the mobility across California by being innovative and flexible; reporting to work as scheduled; working cooperatively with team members and others; and treating others fairly, honestly and with respect. Your efforts are important to each member of the team as well as those we serve.

GENERAL STATEMENT: (BRIEF SUMMARY OF THE MAIN PURPOSE AND FUNCTIONS OF THE POSITION. DESCRIBE THE SUPERVISORY RELATIONSHIPS INCLUDING THE CLASSIFICATION OF THE SUPERVISOR OR MANAGER TO WHOM THE INCUMBENT REPORTS. WHEN APPROPRIATE, IDENTIFY THE NEED FOR ANY CREDENTIAL OR LICENSE SUCH AS A DRIVERS' LICENSE.)

Under the direction of the Chief, Operations and Marketing Branch, the employee performs a variety of work tasks associated with the Rail Division's operation and marketing functions for the Amtrak California rail service. Up to 20% travel and occasional overtime may be required.

TYPICAL DUTIES: (BRIEF DESCRIPTION OF IMPORTANT DUTIES. RELATED DUTIES MAY BE GROUPED TOGETHER. USE ADDITIONAL SHEET IF NECESSARY.)

Percentage Essential (E)/Marginal (M) ¹	Job Description
40% E	Responsible for developing, administering, evaluating and monitoring the coordination of web and social media outreach to the traveling public. Including reviewing, monitoring and updating the Division of Rail and Amtrak California websites. Also responsible for the development and posting of travel alerts. This will include, but not be limited to the Amtrak California website, social media outlets and preparation of assorted informational materials such as flyers, brochures, posters, maps, signs, etc. Responsible for the contract management of the social media portion of the Division advertising agreement.
25% E	Performs special marketing-related assignments including, but not limited to, preparation of passenger surveys and reports, analysis of marketing effectiveness and analyzing survey results, representing Caltrans at special events and trade shows, and giving public presentations relating to Caltrans rail efforts. Review marketing and advertising efforts for effectiveness and compliance with Caltrans policies.
15% E	Respond to requests from internal and external sources relating to Amtrak California Operations and Marketing efforts. Responds to inquiries and requests for information from media, outside agencies and other Caltrans programs utilizing the Associated Press (AP) Stylebook. Coordinate with Caltrans External Affairs and contractors to produce and distribute press release and other external materials.
5% E	Acts as a liaison to a variety of local government entities and committees including, but not limited to, Operation Life Saver, the Los Angeles-San Diego (LOSSAN) Rail Corridor Agency, San Joaquin Joint Powers Authority (SJJPA), and Capital Corridor Joint Powers Agency (CCJPA).
5% E	Maintain statistical data. Write monthly, quarterly, and annual reports and conduct statistical analysis of a variety of operational and marketing efforts including, but not limited to reporting on financial data, ridership performance, and impacts of marketing and advertising efforts.

¹ ESSENTIAL FUNCTIONS are the core duties of the position that cannot be reassigned.
MARGINAL FUNCTIONS are the minor tasks of the position that can be assigned to others.

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- 5%
M
- Oversee the implementation of elements of the Amtrak California Operating agreement. Including oversight of Amtrak train and bus operations, schedule development and monitoring, onboard food and beverage, marketing, customer assessments and evaluations, ridership, and performance measurements of Amtrak California services, and minor capital projects. Perform scheduled and unscheduled inspections of trains and stations. Write reports of findings and if necessary, work with Amtrak to create a corrective action plan.
- 5%
M
- Responsible for legislative analysis, preparation of reports and issue papers for CTC, California State Transportation Agency, Division Chief and Legislature as required. Create correspondence, memos, reports, and other duties as required.

SUPERVISION OR GUIDANCE EXERCISED OVER OTHERS

Does not supervise, but may act as lead worker for special projects or team activities.

KNOWLEDGE, ABILITIES AND ANALYTICAL REQUIREMENTS

Strong writing and analytical skills, and the use of Microsoft Office including Excel, the ability to create spreadsheets, graphs, and reports is required. Candidate must also possess essential skills in Adobe Creative Suite including web management, publication design, Photoshop, illustrator, end design and Adobe Acrobat.

Experience with contract management, public affairs, intercity passenger rail, conducting business with Amtrak, railroads, contractors, consultants and other government agencies is highly desirable. The ability to work independently and as part of a team, possess excellent written and communication skills and to work under deadline pressure are necessary attributes.

The employee will be responsible for applying critical thinking and logic to complex and difficult operational and marketing problems. The employee is responsible for developing efficient methods for organizing and completing work. The employee must interpret instruction from various sources, develop alternatives and solutions in order to recommend effective courses of action, and then complete assignments clearly, concisely and on time. Requires a high level of completed staff work.

RESPONSIBILITY FOR DECISIONS AND CONSEQUENCES OF ERROR

The incumbent is responsible for implementation of assigned tasks based on guidelines furnished by his/her supervisor. Work is then completed independently and recommendations made in challenging situations. Decisions may be made in the absence of his/her supervisor in situations where immediate action is required.

Consequences of errors in judgment or inadequacies in recommendations and decisions could result in the inability of the State to protect its interests and loss of program funding.

PUBLIC AND INTERNAL CONTACTS

The employee has daily contact with all levels of Rail Division staff, contract agencies, Amtrak, the public and other government agencies.

PHYSICAL, MENTAL, AND EMOTIONAL REQUIREMENTS

Ability to use a personal computer; manual dexterity; sitting for long periods; develop and maintain cooperative relationships; ability to focus for long periods of time.

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Requires occasional bending, stooping and kneeling and lifting materials up to 20lbs, use a hand truck, and the ability to move and set up AV components, and trade show booth.

Must have the ability to multi-task, adapt to changing priorities, and complete tasks or projects with short notice. Develop new insights into situations and apply innovative solutions to make organizational improvements.

Must have the ability to conduct inspection of state owned railroad equipment and rail facilities.

WORK ENVIRONMENT

While at their base of operation, employees will work in a climate-controlled office under artificial light. However, due to periodic problems with the heating and air conditioning, the building temperature may fluctuate.

Employee will be required to travel.

Overtime may be required.

I have read, understand and can perform the duties listed above. (If you believe you may require reasonable accommodation, please discuss this with your hiring supervisor. If you are unsure whether you require reasonable accommodation, inform the hiring supervisor who will discuss your concerns with the Reasonable Accommodation Coordinator.)

EMPLOYEE (Print)

EMPLOYEE (Signature)	DATE
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I have discussed the duties with and provided a copy of this duty statement to the employee named above.

SUPERVISOR (Print)

GRETCHEN BRIGAMAN

SUPERVISOR (Signature)	DATE
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