



# EL DORADO TRANSIT



## **Recruitment - Planning & Marketing Manager**

**Opens: 09/13/2023**

**Closing Date: 10/13/2023, 4:00 P.M.**

El Dorado County Transit Authority (El Dorado Transit) is accepting applications for Planning & Marketing Manager. El Dorado Transit, based 50 miles east of Sacramento, provides directly operated rural and urban fixed route, commuter and paratransit public transportation.

The Planning & Marketing Manager position is responsible for El Dorado Transit's marketing and planning activities and programs, comprising the development and implementation of effective marketing techniques and route planning/communication programs. This position serves as a resource to the Executive Director and other managers on marketing and planning program, short and long-term planning and the development of policies and procedures.

### **Education and Experience Requirements:**

*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:*

Equivalent to a bachelor's degree from an accredited four-year college or university with major course work in marketing, advertising, public relations, business administration, or a related field, and six (6) years of increasingly responsible professional marketing or public relations program experience including two (2) years in a management capacity.

El Dorado County is rich in diverse communities, activities and the agricultural resources. Located in northern California, the county encompasses 1,805 square miles of rolling hills and mountainous terrain. El Dorado County Transit Authority provides public transportation on the western slope of El Dorado County under the authority of a Joint Powers Agreement between the County of El Dorado and the City of Placerville. US Highway 50 is the primary transportation corridor throughout the county and beyond. The climate, geography, agriculture, recreation and historical richness make it a highly acclaimed destination and an outstanding place to work and live.

**EL DORADO COUNTY TRANSIT AUTHORITY IS AN EQUAL OPPORTUNITY EMPLOYER**



### **The Ideal Candidate**

The Planning and Marketing Manager serves as a pivotal role in developing comprehensive transportation plans, fostering community engagement and implementing creative marketing strategies to promote our services. The ideal candidate will have strong leadership and communication abilities, enabling them to interact effectively with internal and external stakeholders.

A successful candidate will direct, plan and manage El Dorado Transit's planning and marketing functions by creating marketing campaigns to increase ridership and improve public perception of our transportation services. The next Planning and Marketing Manager will play a key role in building strong relationships with the community to gather feedback on transportation initiatives; utilizing data and analytics to assess services and make data-driven decisions for improvements.

### **How to Apply**

Interested persons should submit resume, cover letter and answers to the supplemental questions, not exceeding two pages.

Please visit our website for complete job description and supplemental questions at:

[www.eldoradotransit.com/careers](http://www.eldoradotransit.com/careers)

### **Application Process**

Please submit complete application packet to:

Maria Harris, Human Resources Manager

6565 Commerce Way, Diamond Springs, CA 95619  
Phone: 530-642-5383 ext. 209 Fax: 530-622-2877  
Email: [mharris@eldoradotransit.com](mailto:mharris@eldoradotransit.com)

This recruitment closes on October 13, 2023, 4 P.M.

### **Compensation and Benefits**

The monthly salary range for the Planning & Marketing Manager is:

\$6,220.50-\$8,336.06; 7 Steps

Management benefit package includes:

#### **Retirement**

California Public Employees Retirement System (PERS); employee contribution required.

#### **Insurance**

Health, dental, vision and life insurance programs provided. Employee contributions may be required depending on programs selected.

Optional Benefit Plan - \$6,000 agency paid

#### **Leave Allowance**

Vacation and sick leave benefits provided  
12 holidays observed and 2 Floating Holidays

80 hours Management Leave

***Join our team and help us shape the future of public transportation in El Dorado County. Make a difference in the lives of our community members and contribute to a sustainable and accessible transportation system.***