



Strategic Communications

With public outreach and education as the foundation of our work, the Strategic Communications Department is focused on developing and implementing communication and marketing plans to promote awareness and educate the public regarding the variety of projects, programs, and policies that SANDAG plans, funds, and builds for the San Diego region. There are several positions available.

First Review of Applications: November 5, 2021 – open until filled

Expected Start Date: December 2021

Strategic Communications Department Job Openings:

Outreach Team:

The Outreach team coordinates public involvement and information strategies that promote agency projects and priorities and ensure a strong, positive identity among all audiences.

- **Senior Public Outreach Officer:**
\$75,749 - \$117,411/year

- **Public Outreach Officer:**
(may be filled at Associate or II level):
 - **Associate:** \$62,319 - \$96,594/year
 - **II:** \$56,525 - \$87,614/year

This work includes coordinating multiple concurrent projects, supporting public outreach activities for various programs and projects throughout the agency.

Marketing Team:

The Marketing team develops and implements strategic programs and initiatives to support marketing, public outreach, and business development for a variety of SANDAG programs and projects.

- **Senior Marketing Analyst:**
\$75,749 - \$117,411/year

- **Marketing Analyst:**
(may be filled at Associate or II level):
 - **Associate:** \$62,319 - \$96,594/year
 - **II:** \$56,525 - \$87,614/year

This work includes coordinating multiple concurrent projects, supporting marketing activities for various programs and projects throughout the agency.

Benefits and Salary

Our benefits include health, dental, and vision insurance as well as employee assistance, wellness, and work/life balance programs. Retirement and financial security benefits are provided through a pension plan and contribution to the SANDAG deferred compensation program. SANDAG offers flexible work schedules and employees are provided with paid time off and paid holidays. The candidate selected for this position will be expected to work in-person in the San Diego office.

The selected candidates can anticipate a driving record check upon hire, and approximately annually thereafter. The results of the check may determine whether the selected candidate will be permitted to drive for SANDAG business.



Senior Public Outreach Officer - Job Responsibilities and Experience & Qualifications

The Senior Public Outreach Officer will manage staff, coordinate communication strategies that educate the public about SANDAG projects and ensure a strong, positive identity among all audiences. The ideal candidate will have at least five years of recent public information or outreach experience, including some lead or supervisory experience; two years of experience equivalent to the Associate level; bachelor's degree with course work in journalism, communications, or a related field. A combination of education and recent work experience may be considered in lieu of a degree.

Job Responsibilities:

- Develop, prepare, implement, and coordinate a diverse range of communication, public information, and community outreach plans, programs, services, and activities; collaborate with key stakeholders such as local, state, and federal agencies, local jurisdictions, project partners, consultants, contractors, operating agencies, and vendors to ensure effective project delivery.
- Manage public outreach and communication efforts during the various phases of projects; collaborate with project managers and employees to increase awareness of significant project milestones.
- Provide project management and coordination support for communications consultants and contractors; prepare project plans, and identify deliverables, resources, and activities; ensure work products are completed on time and at a consistently high-quality.
- Participate in the planning and implementation of a variety of media, promotional, and special events including groundbreaking and ribbon cutting ceremonies, public workshops, and outreach events; develop strategic media outreach to secure news coverage.
- Respond to requests for information, developing news stories for mass media, assisting with marketing efforts, and contributing to a variety of internal and external publications.
- Manage a small team of staff, assign work, provide feedback, support professional development activities.

Qualifications:

- Demonstrated experience developing, implementing, and coordinating proactive and effective community involvement, stakeholder engagement and public outreach programs and activities; knowledge of the federal public participation plan requirements; demonstrated knowledge of effective communication techniques and public outreach strategies.
- Experience working on multi-disciplinary project teams with project managers, project stakeholders, contractors, and communications staff; experience identifying ideas and concerns and incorporating them into planned actions and strategies.
- Experience coordinating projects through consultants; developing request for proposals, scopes of work, budgets, schedules and consultant selection; experience coordinating with consultants to ensure that projects are completed on time, within budget, and at a high quality.
- Outstanding technical writing and editing skills; experience writing engaging and compelling communications for a variety of audiences and purposes including social media; ability to research, analyze, interpret, organize, and design informational material for publication and presentation; demonstrated experience managing responses to stakeholder inquiries.
- Experience supervising and evaluating the work of direct reports; experience providing professional leadership.

Public Outreach Officer - Job Responsibilities and Experience & Qualifications

The Public Outreach Officer will coordinate public involvement and information strategies that promote various agency programs and projects and ensure a strong, positive identity among all audiences. The ideal candidate will have one to three years of recent experience in a fast-paced communication/public information environment; bachelor's degree with coursework in journalism, communications, marketing, planning, or a related field. A combination of education and recent work experience may be considered in lieu of a degree.

Job Responsibilities:

- Coordinate multiple concurrent communications projects, develop and implement outreach and communication plans, respond to requests for information, perform technical writing for a variety of news and mass media outlets, internal and external publications, social media, opinion pieces, translation/interpretation, and other collateral.
- Provide project management and coordination support for consultants and contractors; participate in the development of project plans, monitor milestones, deliverables, and project budget.
- Support a diverse range of communication, public information, and community outreach plans, services, and activities; collaborate with key stakeholders from various government agencies, and project partners to share information meant to facilitate effective project delivery.
- Participate in the planning and implementation of a variety of media, promotional, and special events including groundbreaking and ribbon cutting ceremonies, public workshops, and outreach events; assist with the development of strategic media outreach programs.

Qualifications:

- Experience supporting the development, implementation, and coordination of proactive and effective community relations and outreach.
- Experience working on multi-disciplinary project teams with project managers, project stakeholders, contractors, and communications staff.
- Experience and understanding of writing and editing skills; experience writing engaging and compelling communications for a variety of audiences and purposes including social media.
- Experience planning and coordinating meetings (including Hybrid and Virtual) and special events such as ribbon cuttings, community meetings, and preparing responses to stakeholder inquiries.
- Understanding of the practices and operations of news gathering and reporting; experience arranging press conferences and securing media coverage; familiarity with local news sources.

Senior Marketing Analyst - Job Responsibilities and Experience & Qualifications

The Senior Marketing Analyst will manage staff, coordinate communication, and marketing strategies for various SANDAG projects and programs. The ideal candidate will have at least five years of recent marketing experience, including some lead or supervisory experience; two years of experience equivalent to the Associate level; bachelor's degree with course work in marketing, journalism, communications, or a related field. A combination of relevant education and recent work experience may be considered in lieu of a degree.

Job Responsibilities:

- Coordinate with various teams to educate the public on a variety of agency programs; prepare and implement a range of communications and marketing plans.
- Identify new marketing opportunities, establish campaigns and coordinate media buys to promote SANDAG programs; develop strategic media outreach for news coverage.
- Write, edit, and coordinate the publication of a wide range of traditional and digital marketing, advertising, and public information materials such as newsletters, print/broadcast advertising, press releases, fact sheets, editorials/advertorials, opinion pieces, correspondence, and other collateral materials for distribution.
- Develop project plans, scopes of work, project deliverables, budgets, and schedules; participate in the selection of consultants and vendors; manage consultants.
- Coordinate a variety of media, promotional, outreach, and special events including groundbreaking and ribbon cutting ceremonies.
- Write speaking points and assist in preparing Board members for media interviews, public presentations, and other events.
- Respond to inquiries regarding programs and projects from a variety of audiences including the public, elected officials, news media representatives, and agency employees.
- Manage a small team of staff, assign work, provide feedback, support professional development activities.

Qualifications:

- Demonstrated experience developing, implementing, and coordinating comprehensive communications and/or marketing plans and strategies for a range of programs and services.
- Knowledge of the principles, practices, and terminology of the marketing/communications industry; demonstrated knowledge of effective communication techniques and marketing strategies.
- Experience coordinating existing and new promotional activities and special events such as press briefings, ribbon cuttings, award ceremonies, and community outreach and participation events.
- Demonstrated ability to research and draft creative marketing efforts such as ad copy, newsletters, brochures, public service announcements, websites, presentations, and other types of materials; experience writing engaging and compelling communications for a variety of audiences and purposes.
- Demonstrated understanding of the practices and operations of news gathering and reporting organizations; experience arranging press conferences and securing media coverage.
- Experience developing speaking points and presentations, and preparing individuals for public facing events and engagements.
- Project management experience, preparing and negotiating scopes of work, requirements, budgets, and schedules.
- Experience supervising and evaluating the work of direct reports; experience providing professional leadership.

Marketing Analyst - Job Responsibilities and Experience & Qualifications

The Marketing Analysts support marketing, public outreach, and business development efforts for a variety of SANDAG programs and projects. The ideal candidate will have one to three years of experience in a fast-paced marketing team; bachelor's degree with coursework in journalism, communications, marketing, or a related field. A combination of education and recent work experience may be considered in lieu of a degree.

Job Responsibilities:

- Research and draft collateral pieces including ad copy, newsletters, brochures, announcements, websites, presentations, social media posts, video scripts/storyboards, and other promotional materials; participate in campaigns and support social media channels and monthly e-newsletters.
- Assist with public outreach and engagement strategies including videos, webinars, open houses, and email marketing to gather input for various agency programs.
- Identify new marketing and development opportunities and assist with planning and implementing diverse media strategies; analyze and present results of marketing and advertising activities.
- Provide project management and coordination support for consultants and contractors; participate in the development of project plans, monitor milestones, deliverables, and budget.
- Develop and coordinate media buys for radio, out-of-home, newspaper, television, and digital advertising; assist with soliciting sponsors/partners and negotiating agreements for events and programs.

Qualifications:

- Experience supporting a comprehensive marketing program.
- Knowledge of the principles, practices, and terminology of the marketing industry; familiarity with public outreach and public participation programs designed to engage and inform the public.
- Experience reviewing, editing, and developing content for websites; knowledge of web writing and techniques; and experience coordinating updates and revisions to websites.
- Experience researching and drafting materials for marketing efforts such as ad copy, newsletters, brochures, public announcements, presentations, and other types of promotional materials; experience writing engaging communications for a variety of audiences and purposes.
- Experience coordinating promotional activities and special events such as press briefings, ribbon cuttings, award ceremonies, and community outreach events.
- Familiarity with the practices and operations of local print, TV, and radio media outlets; knowledge of social media marketing and digital advertising strategies.



How to Apply

Interested candidates may apply for this position by completing a SANDAG Employment Application.

The Employment Application can be downloaded from the SANDAG website or by contacting hr@sandag.org or calling (619) 699-1900. See our [Careers / How to Apply](#) webpage for additional information.

In compliance with the Americans with Disabilities Act (ADA), SANDAG will accommodate persons who require assistance in order to apply for a position at SANDAG. Applicants requiring an accommodation due to a disability during any stage of the recruitment and selection process, including requesting this document and related application materials in an alternative format, should make their needs known by contacting Human Resources at hr@sandag.org, (619) 699-1900, (619) 699-1904 (TTY), or fax (619) 699-6905.

Further Information

In compliance with the Immigration Reform and Control Act of 1986, applicants hired by SANDAG must show acceptable proof of identity and evidence of authorization to work in the United States.

Contact Us



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