

Transportation Marketing Section Chief
(Starting salary range: \$58,936 to \$78,582)

Fairfax County, Virginia, Department of Transportation seeks an experienced leader to manage the activities of the Transportation Marketing Section and lead a group of marketing specialists toward achieving County transportation goals and objectives. This individual will: formulate, oversee and implement a variety of marketing activities, including market research, promotional campaigns, and public relations, in order to increase the mobility of those living and working in Fairfax County and to increase the use of public transportation, ridesharing, and travel demand management techniques. Current programs under the oversight of this individual include: marketing of Fairfax Connector; marketing and customer service for car/vanpooling; implementation and marketing of the County's senior transportation initiative; and implementation and marketing of the County's Employer Services Program. This individual will represent the County on local/regional boards, committees and task forces.

Individual should have the following knowledge, skills, and abilities: thorough knowledge of marketing public transportation, ridesharing, and travel demand management; ability to supervise the work of transportation marketing professionals and technicians; ability to communicate effectively, both orally and in writing; and ability to establish and maintain effective relationships with subordinates, governmental officials, and the general public.

Individual should have a combination of education and experience equivalent to graduation from a four year college or university with a degree in marketing, urban/transportation planning, public relations, or a closely related field, plus five years of progressively responsible related experience. A Masters degree in a related field may be substituted for one year of the required experience.

NOTE: This job announcement will appear on the Fairfax County Job listing website beginning October 4, 2003: www.fairfaxcounty.gov/jobs/listing/first.asp. Applicants must follow the application instructions provided on the job listing. Do not apply direction to the Fairfax County Office of Transportation.