

October 21, 2025

Recruitment Announcement Marketing and Communications Manager

Position Salary Range: \$104,605.91 - \$149,143.03**Excellent Benefits Package****First Review of Applicants:** October 27, 2025

Who We Are:

The Salem Area Mass Transit District, known as Cherriots, is a great public transit system. We work hard every day to give our customers the best experience possible. We provide local, regional, and paratransit services in Marion and Polk counties. But we do more than just transportation. We help people get to jobs, shopping, and schools. We help businesses find more workers. We ensure that people can enjoy recreational, social, faith-based, and other activities without needing a car.

Cherriots is an equal opportunity employer that aims to create a workforce that reflects our diverse community. We are committed to creating an inclusive environment for all employees and encourage individuals from all backgrounds to apply.

About the Role:

Under the administrative direction of the Division Chief, the Marketing and Communications Manager plans, leads, and evaluates Cherriots marketing, communications, and brand activities in support of ridership growth, public trust, and community engagement. The role manages a small team of marketing professionals and vendors and oversees all channels, including website, social media, digital and print, public relations, and campaign initiatives. The position requires excellent people leadership, strong judgment, and a hands-on approach to both creative and operational work.

Duties:

- Lead Cherriots communications and marketing plan; set goals, audiences, messages, timelines, and KPIs; report results and recommendations.
- Own Cherriots digital presence: social media strategy, calendar, moderation standards, and escalation; monitor conversation and measure performance.
- Serve as business owner for the website and microsites, including content governance, usability, analytics, search engine optimization (SEO), and accessibility compliance; coordinate improvements with IT and vendors.

- Plan, write, and edit clearly, accessible content for press, web, social, email, print, video, and internal communications; safeguard brand standards across all channels.
- Design and deliver integrated campaigns and outreach for service changes and initiatives; translate objectives into creative briefs, manage calendars, and evaluate performance.
- Lead media relations: draft press releases, fact sheets, and talking points; prepare executives for interviews and public meetings.
- Manage budgets, procurement, and vendors: develop scopes/specs, obtain quotes, negotiate contracts, track spend, and analyze cost-effectiveness in line with policy.
- Build partnerships with cities, agencies, businesses, and community groups; coordinate legislative and intergovernmental communications as assigned.
- Prepare and deliver concise briefings and presentations to the Board, executives, committees, and community on campaigns, contracts, research, and results.
- Negotiate marketing partnerships and sponsorships that extend reach and brand visibility.
- Lead cross-functional project teams and supervise assigned staff; set goals, assign work, coach performance, and reinforce a high-quality, on-time workflow.
- Serves as agency spokesperson and Public Information Officer when assigned, providing clear, timely information to media and the public, including during incidents and emergencies.
- The ability to consistently adhere to a defined work schedule, and be present onsite, is crucial to the successful performance of this role's job duties and responsibilities because the essential duties of this role require reliable presence for planned or unplanned in-person meetings, and other interactions necessary to operate efficiently, including the communication of assignments to and from managers, and other day-to-day activities to serve internal and public access needs.
- Performs additional duties as assigned.

What You Will Need to Be Successful in This Role:

- Principles and practices of marketing, communications, public relations, and public information for a government or public service environment.
- Digital and social strategy, content planning, publishing, moderation, and analytics.
- Media relations, spokesperson skills, press release development, and executive prep.
- Website governance, accessibility, SEO, analytics, and content management system administration.
- Plain-language writing and editing for diverse audiences; understanding of Title VI, Americans with Disabilities Act, and public records as they apply to communications.
- Project and vendor management, budgeting, and data-informed decision making.
- Effective leadership, coaching, delegation, and cross-functional collaboration.
- Project management, including scoping, schedules, budgets, and quality assurance.

- Effective leadership, coaching, delegation, and performance management.
- Confident public speaking and ability to brief executive leaders with clear recommendations.
- Model Cherriots values, build trust, and work across divisions with tact and discretion.
- Considerable skill in operating a personal computer using word processing, spreadsheet, and database software applications.
- Perform job functions safely.

Education and Experience:

- Bachelor's degree in Marketing, Journalism, Business Administration, Public Relations, or a related field.
- Five years of experience in marketing or a related field; Public Sector employment is a plus.
- Demonstrated experience owning organizational social media and managing a website or large content platform.
- Experience with community engagement and outreach programs.
- Bilingual or multilingual skills are a plus.
- Candidates with any satisfactory combination of related experience and training that equips them with the required knowledge, abilities, and skills for this position are encouraged to apply. Cherriots reserves the right to determine the equivalences of education and experience

Special Requirements:

- Must present Cherriots with a valid Oregon driver's license and maintain a driving record that demonstrates adherence to safety and traffic laws and regulations.
- Successfully pass a background check and an education verification if applicable.

Physical Requirements

- Frequent use of a calculator, phone, printer, computer, and related hardware.
- A person must be able to stand, sit, see, hear, talk, use hands to type, handle, or feel tools or controls, and use hands and arms to reach.
- Occasionally lifting or moving up to 30 pounds is also required.

Working Conditions

- Work will be both indoors and outdoors - on occasion, there is direct exposure to adverse weather conditions.
- May have prolonged periods of standing or walking.
- Exposure to the general public and large groups.
- Must travel occasionally to attend meetings and conferences.
- Must travel frequently in the local area to perform duties of the position.

To Apply:

Applications are preferred over resumes.

If you have any questions about the application or selection process, or if you need an accommodation at any stage, please contact our Human Resources Specialist at recruitment@cherriots.org or 503-361-7502. They're your go-to resource for anything related to the application process.

To obtain an application:

- Email: Request that an application and recruitment announcement be sent by emailing recruitment@cherriots.org.
- Internet: Download the application in Microsoft Word format (.doc) or Adobe Acrobat format (.pdf) from Cherriots careers page. <https://www.cherriots.org/careers/>
- Telephone: Request that an application be sent to you by calling the Human Resources Department at 503-588-2424.
- Fax: Request that an application be faxed to the Human Resources Department at 503-361-7532.
- Mail: Request an application via mail.
Cherriots
Attn: HR Specialist, Human Resources Department
555 Court St NE, Suite 5230
Salem, OR 97301

Selection Process:

- The candidate will be notified via email within two weeks of submitting their application regarding the status.
- Candidate will be selected based on the result of:
 - Resume review
 - Application review
 - Phone screening
 - Panel interview
 - Background check
 - Education verification



SALEM AREA MASS TRANSIT DISTRICT
Exempt, Non-Bargaining Benefits
as of 7/1/2025

At time of hire

- **Sick Leave** - 3.70 hours, accrued bi-weekly.
- **Admin Leave** - 2.47 hours, accrued bi-weekly.
- **Vacation Leave** - Accrued bi-weekly. Accrual schedule starts at:
0-2 years of service | 3.08 hours bi-weekly | 10 days per year
- **10 Paid Holidays per year**
 - New Year's Day
 - Martin Luther King Jr. Day
 - Presidents Day
 - Memorial Day
 - Juneteenth
 - Independence Day
 - Labor Day
 - Veterans Day
 - Thanksgiving Day
 - Christmas Day
- **Health Retirement Account** - HRA VEBA - \$1,500 provided by District annually, prorated contribution at time of hire.
- **Employee Assistance Program (EAP)** - Canopy - Confidential support for life's challenges, including mental health and grief counseling, financial and legal resources, and more. Premium is 100% paid by the District.
- **Universal Bus Pass** - Ride Cherriots buses for free.

Starting the first day of the month following hire date

- **Medical and Prescription Insurance** - PacificSource or Kaiser Permanente - Premium is 100% paid by the District.
- **Vision and Hearing Insurance** - Ameritas/VSP - Premium is 100% paid by the District.
- **Dental Insurance** - Delta Dental / MODA - Premium is 100% paid by the District.

MORE
BENEFITS





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After completion of Trial Service

- **Long Term Disability Insurance** - Reliance Standard.
- **Life Insurance, Accidental Death & Dismemberment Insurance** - Reliance Standard.
 - \$50,000 for employee - 100% paid by District.
 - \$2,000 for spouse - 100% paid by District.
 - \$1,000 for dependents - 100% paid by District.
- **Employee Retirement Profit Sharing Plan** - MissionSquare Retirement.
 - The District contributes 5% of employee's earnings, and;
 - The District matches up to 5% of employee 457 contributions.
- **Family Bus Pass** - Eligible dependents ride free.

Voluntary employee funded benefits

- **Voluntary Supplemental Term Life Insurance** - Reliance Standard.
 - Guaranteed issue of \$100,000 for employee, \$20,000 for spouse, and \$15,000 for child(ren).
- **Deferred Compensation Plan** - MissionSquare Retirement.
- **Legal and Identity Protection** - LegalShield and IDShield.
- **Flexible Spending Account (FSA)** - Professional Benefits Services.

NOTE:

This is a summary of benefits provided by Salem Area Mass Transit District for employees and dependents. It should not be construed as full or final information on these benefits, which are subject to change. For complete details and requirements, please refer to Personnel Policies and Contract of Insurance.