



28159 avenue stanford, suite 110
valencia, ca 91355-1106

888.743.5977
moore-associates.net

Position Description: Marketing Account Manager

Company Description:

Moore & Associates is a transportation consulting firm located in Valencia, California. We work with public transit providers to make a difference in the communities they serve through comprehensive transit planning, marketing, public relations, market research, and performance evaluation.

Our marketing team regularly develops print, radio, television, and online marketing campaigns; manages social media campaigns; and plans and staffs events on behalf of our clients. The successful candidate will be responsible for developing and delivering a content-led marketing and communications strategy for specific clients consistent with the Company's brand values of integrity, insight, and innovation.

The candidate we are seeking:

Our Company is looking for someone who has exceptional project management skills, demonstrates versatility, and who can collaborate with all departments internally in addition to regularly communicating with clients and third parties. We are particularly interested in someone who has experience in marketing services rather than products.

Primary Responsibilities:

- Author strategic Marketing Plans that deliver objectives and vision for clients;
- Create engaging content to be shared on online and offline platforms;
- Adhere to budgets allotted by clients;
- Write and distribute media releases;
- Coordinate with outside vendors;
- Event planning and staffing;
- Analyze market research data to develop individualized tactics for differing clients;
- Work cohesively with all departments to facilitate growth, project completion, and efficiency; and
- Assist with day-to-day operations, special projects, and other duties as assigned.

Required Qualifications and Proficiencies:

- Candidate has at least five years of professional experience in classical marketing;
- Bachelor's Degree in marketing, advertising, communications, public relations (or similar field);
- Experience in managing multiple projects and ability to see a marketing strategy from inception to completion;
- Strategic and tactical: have the ability to put together the big picture and work through the details to ensure successful execution
- Excellent writing ability and usage of grammar and punctuation, and excellent verbal communication skills;
- Strong organization skills;

- Ability to work in a fast-paced environment where creativity must be balanced with deadlines and budgets;
- Dynamic, motivated, and dedicated to continuous development and growth for clients and personally; and
- Proficiency with Microsoft Office suite (including Word, Excel, and PowerPoint).

This is a full-time position in our Valencia office, with occasional overnight travel throughout the west. It requires the ability to be flexible as some evenings and weekends may be needed. Moore & Associates will provide you with the software, tools, mentoring, and resources to do your job successfully. Innovation and the creation of value are rewarded. To find out more about our firm, visit: www.moore-associates.net.

Starting salary range of \$45,000 to \$55,000 DOQ. Company benefits include annual leave, paid holidays, healthcare, 401k, and professional development assistance.

Application Process:

All submittals will be held in confidence.

Submit a cover letter, resume, and writing samples (.pdf attachments up to 5 MB or provide URL) to transitfirm@gmail.com. Indicate “**Marketing Account Manager**” in your subject line.

- Cover letter should tell your story by providing specifics of your experience and qualifications as well as your salary history;
- Resume must include all education/experience for the past five years; and
- Writing samples: (1) copy written for media release and (2) the most effective tactic or strategy you have employed to market a service, program, or product. What was the problem and what marketing tactics were used to solve the problem for the client?
- Submittals will be considered in the order they are received. Incomplete submittals will not be considered.
- Interviews with qualified candidates will be scheduled based on application receipt date.

Employment is conditional on pre-employment physical, drug screen, and background assessment. We are proud to be an EEO/AA employer.