

Intercity Transit
JOB TITLED: Marketing and Communications Outreach Coordinator

BAND C	GRADE 4	SUBGRADE 2
DEPARTMENT: Development	DIVISION: Marketing and Communications	FLSA STATUS: Exempt
SUPERVISION RECEIVED FROM: Marketing and Communications Manager	SUPERVISION EXERCISED OVER: N/A	PAY GRADE: C42
SUMMARY: Performs marketing activities related to marketing Agency services, assisting in the development and maintenance of transit programs, coordinating ridership and community outreach projects, and administering the website and social media. Performs activities related to creating marketing, customer and public information materials, conducting ridership, pass sales and other promotions; branding; supporting community partnerships and assisting with organizational participation in community events.		
DISTINGUISHING CHARACTERISTICS: Performs professional level marketing and communications activities to include serving as a program liaison, coordinating public processes, and providing recommendations for program direction. As a Coordinator, coordinates services between the Agency and the public.		

DUTY NO.	ESSENTIAL DUTIES: (These duties are a representative sample; position assignments may vary.)	FRE-QUENCY
1.	Implements specific strategies to raise awareness and use of transit by key target audiences, including commuters, youth and the general public. Prepares, coordinates and implements specific promotions and campaigns to raise awareness and use of transit and other Agency services. Supports public involvement activities.	Daily 20% (C4)
2.	Acts as lead in administering Agency website, acting as Webmaster. Oversees the creation and posting of content and monitors/evaluates functionality. Coordinates with IS staff in the ongoing development of the Agency's Internet presence.	Daily 5% (B2)
3.	Acts as lead in administering Agency social media sites and new media for Agency supporting rider, public, and business communications and constituent relations.	Daily 5% (B2)
4.	Coordinates community-based activities including marketing campaigns, site-based promotions, special events, sponsorships and cross-promotions. Coordinates with local jurisdictions, partner agencies, press and advertising contacts, consultants, community vendors. Represents agency in community events.	Monthly 15% (C4)

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DUTY NO.	ESSENTIAL DUTIES: (These duties are a representative sample; position assignments may vary.)	FRE-QUENCY
5.	Implements activities in support of Agency's Strategic Marketing and Communications Plan. Assists in the research for marketing and communications activities, monitors and approves expenditures within authorization, monitors and evaluates projects.	Quarterly 5% (B2)
6.	Drafts press releases and assists with publications and public communications. Coordinates photo and video shoots and maintains photo and video library.	Monthly 5% (B2)
7.	Serves as the liaison to Commute Trip Reduction work sites in service area. Requires interface with other public, private and non-profit sectors. Trains worksite employees on developing and implementing transportation programs at worksites.	Quarterly 5% (C4)
8.	Acts as Agency graphic designer producing materials for external and internal use such as print advertisements, bus boards, vehicle graphics, posters, direct mail pieces, banners and corporate signage.	Weekly 5% (B2)
9.	Produces on-vehicle information, on-street rider materials, and other customer communications as needed. Monitors and ensures accurate information/materials on vehicles and on-street.	Monthly 5% (B2)
10.	Researches and coordinates advertising media placement. Recommends ad buys. Drafts print and radio spots and coordinates with the production of television, video, outdoor and direct mail advertising appeals.	Weekly 10% (B2)
11.	Lead staff for annual countywide Bicycle Commuter Contest Promotion; oversees the work of the BCC Specialist, seasonal employee.	Quarterly 15% (B2)
12.	Assists in special projects for the Agency. Serves as back-up media spokesperson, responding to media inquiries and representing Agency information as required.	Weekly 15% (B2)
13.	Performs other duties of a similar nature or level.	As Required
14.	Must meet regular time and attendance standards.	Always

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Knowledge (position requirements at entry):

Knowledge of:

- Marketing principles and practices;
- Public relations principles;
- Communications principles;
- Applicable community businesses and industry resources;
- Web publishing methods;
- Graphic design;
- Social media methods;
- Project management principles.

Skills (position requirements at entry):

Skill in:

- Implementing marketing plans;
- Preparing and distributing promotional materials;
- Managing projects;
- Preparing press releases, news articles, and other marketing and public information copy;
- Preparing business correspondence;
- Initiating and maintaining community and industry contacts;
- Using computers and related software applications; standard office equipment;
- Communication, interpersonal skills as applied to interaction with coworkers, supervisor, and the general public sufficient to exchange or convey information and to receive work direction.

Training and Experience (position requirements at entry):

Bachelor's Degree in Business Administration, Marketing, Communications, or a related field and three years of professional experience in marketing and communications; or an equivalent combination of education and experience sufficient to successfully perform the essential duties of the job such as those listed above.

Licensing Requirements (position requirements at entry):

None

Must submit to criminal background check the results of which must meet hiring criteria for the role.

Physical Requirements:

Positions in this class typically require: fingering, grasping, talking, hearing, seeing and repetitive motions.

Sedentary Work: Exerting up to 10 pounds of force occasionally and/or a negligible amount of force frequently or constantly to lift, carry, push, pull or otherwise move objects, including the human body.

Sedentary work involves sitting most of the time. Jobs are sedentary if walking and standing are required only occasionally and all other sedentary criteria are met.

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NOTE:

The above job description is intended to represent only the key areas of responsibilities; specific position assignments will vary depending on the business needs of the department.

Classification History:

Draft prepared by Fox Lawson and Associates LLC (LM)

Date: 8/05/04

Revised: 6/1/09 + background ✓'s; CDiRito

Revised 12/9/2010: 2011 Marketing Rep position upgrade to Marketing Coord; combined essential duties

Revised: 9/16/2011 Comp Class Review: HR

Revised: Fall 2013 Agency/Dept. Re-org; Develop Director position eliminated; M&C now in Executive

Revised: 2016 Minor revisions to essential functions due to changes to M&C Mgr position & addition of M&C Rep. cd

Revised: 01/2016: Marketing Division moved from Executive to Development Dept. cd Added "Outreach" to title/duties.cd