

**Intercity Transit**  
**JOB TITLE: Marketing and Communications Manager**

<b>BAND</b>	<b>GRADE</b>	<b>SUBGRADE</b>
<b>D</b>	<b>6</b>	<b>1</b>
<b>DEPARTMENT:</b> Development	<b>DIVISION:</b> Marketing and Communications	<b>FLSA STATUS:</b> Exempt
<b>SUPERVISION RECEIVED FROM:</b> Development Director	<b>SUPERVISION EXERCISED OVER:</b> Marketing & Comm. Project Crd. Youth Education Specialist	<b>PAY GRADE:</b> D61
<b>SUMMARY:</b> Plans, manages and executes marketing, advertising, communications, and public involvement and community relations efforts to increase usage of Agency services and raise awareness of the value of Intercity Transit. Other responsibilities include serving as the Agency's primary spokesperson to the news media, directing Agency market research; overseeing customer information efforts and Agency publications; directing Agency programs with employers, schools and community partners. .		
<b>DISTINGUISHING CHARACTERISTICS:</b> Performs the most complex, professional marketing and communications activities and is responsible for the development and maintenance of a strong public image for the Agency. The position reports to the Director of Development and supervises professional and support staff. As a Manager, is responsible and accountable for the marketing and communications function.		

<b>DUTY NO.</b>	<b>ESSENTIAL DUTIES:</b> (These duties are a representative sample; position assignments may vary.)	<b>FRE-QUENCY</b>
1.	Supervises staff to include: prioritizing and assigning work; conducting performance evaluations; ensuring employees follow policies and procedures; and, making hiring, termination, and disciplinary decisions and recommendations.	Daily 10% (C4)
2.	Manages the communications program for the Agency, which includes: managing Agency messaging, external publications and reports, public involvement processes, and support materials for customer communications; developing and overseeing the implementation of the multi-year communications plan and related strategies and tactics; directing Agency's advertising and media placement program; supervising the administration of the Agency's website and social media; and performing other related activities.	Daily 25% (D6)

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3.	Manages the marketing program for the Agency, which includes: planning, implementing, and evaluating ridership campaigns, service promotions, and customer appeals; developing and overseeing the Agency’s branding; developing and overseeing implementation of the multi-year strategic marketing plan and related strategies; developing and overseeing the Agency’s Commute Trip Reduction and work site outreach program, Youth Education Program and Bicycle Commuter Contest Program; directing and overseeing the creation and production of marketing and advertising campaigns, collateral and customer materials; and performing other related activities.	Daily 25% (D6)
4.	Serves as the chief media spokesperson and public information officer for the Agency, which includes: directing media release and public information communications; responding to or initiating media interest in Agency, service or transportation related information; maintaining relationships with and updating news directors, editors, and editorial boards on news about the Agency, its services, and other related issues; providing communications to public, employees, and other agencies during emergencies or a crisis; function as a part of the Agency’s Incident Response Team; advising the Agency’s senior management team of media interests, message points and effective protocol.	Daily 10% (C4)
5.	Manages the Agency’s community relations activities, which includes: developing and maintaining community partnerships; sponsoring or otherwise supporting community events; and, performing other related activities.	Monthly 10% (C4)
6.	Directs the Agency’s market research activities, including twice yearly customer satisfaction survey and occasional market segmentation, onboard, worksite and paratransit surveys.	Monthly 10% (C4)
7.	Attends, chairs and conducts a variety of meetings with the Agency; serves on committees as requested; makes presentations to the Intercity Transit Authority; represents the Agency and makes oral presentations at meetings, conferences and other events.	Monthly 10% NB
8.	Directs public involvement processes and input opportunities from public and other stakeholder groups. Collects, analyzes, evaluates, prepares and presents materials.	Quarterly 10% (C4)

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<b>DUTY NO.</b>	<b>ESSENTIAL DUTIES:</b> (These duties are a representative sample; position assignments may vary.)	<b>FRE-QUENCY</b>
9.	Prepares and develops annual division budget; monitors and approves expenditures in accordance with Agency policies and principles of sound fiscal management. Develops and maintains analytical tools for audit and control of division programs.	Monthly 5% (D6)
10.	Administers vendor contracts related to Agency marketing and communications initiatives, i.e. transit advertising.	As Required
11.	Performs other duties of a similar nature or level.	As Required
12.	Must meet regular time and attendance standards.	Always

<p><b>Knowledge</b> (position requirements at entry):  Knowledge of:</p> <ul style="list-style-type: none"> <li>• Supervisory principles and practices;</li> <li>• Applicable Federal, State, and Local laws, rules, and regulations;</li> <li>• Media relations principles and practices;</li> <li>• Journalism principles and practices;</li> <li>• Public information principles and practices;</li> <li>• Program management principles;</li> <li>• Budgeting principles and practices;</li> <li>• Graphic design, print production, and web publishing principles and practices.</li> </ul>
<p><b>Skills</b> (position requirements at entry):  Skill in:</p> <ul style="list-style-type: none"> <li>• Monitoring and evaluating subordinate staff;</li> <li>• Writing and editing a variety of materials such as news releases and business communications;</li> <li>• Preparing publications and reports;</li> <li>• Applying creative thinking;</li> <li>• Managing projects;</li> <li>• Preparing and giving oral presentations;</li> <li>• Facilitating meetings;</li> <li>• Managing media relations;</li> <li>• Market research and data analysis principles and practices;</li> <li>• Handling multiple tasks simultaneously;</li> <li>• 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.</li> </ul>
<p><b>Training and Experience</b> (position requirements at entry):  Bachelor's Degree in Business Administration, Marketing, Communications, or related field and five years of experience in marketing and public relations; or an equivalent combination of education and experience sufficient to successfully perform the essential duties of the job such as those listed above.</p>

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**Licensing Requirements** (position requirements at entry):

- Washington Driver's License.

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: talking, hearing, and seeing.

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.

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