

Intercity Transit

JOB TITLE: Marketing and Communications Representative

BAND	GRADE	SUBGRADE
B	2	1
DEPARTMENT: Development	DIVISION: Marketing and Communications	FLSA STATUS: Non-Exempt
SUPERVISION RECEIVED FROM: Marketing and Communications Manager	SUPERVISION EXERCISED OVER: N/A	PAY GRADE: B21
SUMMARY: Performs support activities related to marketing, rider and public transit informational materials, and service brochures. Other responsibilities include assisting with marketing and agency promotions, maintaining on-bus communication materials, assisting with, participating in, and representing the agency in organizational and community events.		
DISTINGUISHING CHARACTERISTICS: As a Representative performs specialized and specific support activities related to marketing and requiring knowledge of marketing and communications principles and processes. Work is performed within general parameters.		

DUTY NO.	ESSENTIAL DUTIES: (These duties are a representative sample; position assignments may vary.)	FREQUENCY
1.	Assists with specific promotions and campaigns to raise awareness and use of transit and other Agency services. Assists with posting content to agency website and social media sites.	Daily 45% (B2)
2.	Supports and implements community-based activities, including site-based promotions, special events, cross-promotions, and sponsorships. Coordinates marketing's participation in community events and division efforts. Coordinates photo and video shoots and maintains photo and video library.	Monthly 10% (B2)
3.	Assists with preparation, and distribution of press releases and other media correspondence. Proofreads, edits, revises, and formats contents. Responds to requests for information. Copies and mails out materials.	Semi-Monthly 10% (B2)
4.	Assists with on-street schedule production, and stop alerts including copy and lamination work. Monitors and ensures accurate information and materials on vehicles and streets.	Monthly 10% (B2)
5.	Creates, maintains, and updates mail lists and databases. Prepares and assists with production and/or data collection of mass mailings and marketing surveys.	Monthly 5% (A1)

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DUTY NO.	ESSENTIAL DUTIES: (These duties are a representative sample; position assignments may vary.)	FRE-QUENCY
6.	Researches, revises, and orders brochures, promotional materials and supplies for the Marketing division. Provides materials to outside transportation contacts. Assists with biannual review of brochure content for continued accuracy of information.	Monthly 5% (A1)
7.	Supports and implements marketing and communications activities as noted in the division's annual work plan, as supported by the Agency and Marketing Strategic Plans, Marketing Communications Plan, and Transit Development Plan. Tracks communications schedule supporting annual work plan of division and Agency.	Monthly 10% (B2)
8.	Assists in the production of the Transit Guide and service brochures in print, on the internet, and in ADA format.	Quarterly 15% (B2)
9.	Coordinates inventory tracking of brochure and promotional items and fulfills requests for materials.	Monthly 10% (B2)
10.	Performs other duties of a similar nature or level.	As Required
11.	Must meet regular time and attendance standards.	Always

Knowledge (position requirements at entry):

Knowledge of:

- Marketing principles and practices;
- Public relations principles;
- Communications principles;
- Basic graphic design principles;
- Basic website and social media principles;
- Promotional material development methods;
- Applicable Federal, State, and Local law

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Skills (position requirements at entry):

Skill in:

- Initiating and maintaining contacts within the community and industry;
- Preparing and distributing promotional materials;
- Speaking in public;
- Writing, editing, and proofreading documents;
- Prioritizing work and managing multiple requests for information;
- Using computers and related software applications;
- 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):

Associate Degree and three years of marketing and communication support or transportation experience; 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):

- Washington Driver's License.

Must pass a Washington State Patrol and/or other applicable background check.

Physical Requirements:

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

Sedentary Work: Exerting up to 30 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

•Position eliminated 2010 (allocated to additional M&C Coord)

•Reorg of M&C Division Summer/Fall 2015; position revived (from 1 M&C Coord) CDiRito

Revised 01/2016 Marketing Division moved from Exec to Development Department

Revised: 03/2021, revised duties