

Intercity Transit

JOB TITLE: Marketing, Communications and Outreach Manager

BAND	GRADE	SUBGRADE
D	6	1
DEPARTMENT: Development	DIVISION: Marketing, Communications and Outreach	FLSA STATUS: Exempt
SUPERVISION RECEIVED FROM: Development Director	SUPERVISION EXERCISED OVER: Marketing & Communication Coord. Youth Education Specialist Bicycle Commuter Contest Assistant Marketing Representative Youth Education Assistant	PAY GRADE: D61
SUMMARY: 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.		
DISTINGUISHING CHARACTERISTICS: Performs the most complex, professional marketing, communications and outreach activities and is responsible for the development and maintenance of a strong public image for the Agency. The position reports to the Development Director and supervises professional and support staff. As a Manager, is responsible and accountable for the marketing and communications function.		

DUTY NO.	ESSENTIAL DUTIES: (These duties are a representative sample; position assignments may vary.)	FRE-QUENCY
1.	Supervises staff to include: prioritizing and assigning work; supporting professional development of staff, conducting performance evaluations; ensuring employees follow policies and procedures; and, making hiring, termination, and disciplinary decisions and recommendations.	Daily 10% (C4)
2.	Develop and manage the communications and outreach programs and strategies for the Agency, to include publications and reports, public involvement processes, ongoing community and interagency outreach, multi-year communications plan, advertising and media placement program, and website and social media development and communications.	Daily 25% (D6)

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DUTY NO.	ESSENTIAL DUTIES: (These duties are a representative sample; position assignments may vary.)	FRE-QUENCY
3.	Develop and manage the marketing program for the Agency, to include ridership campaigns, service promotions, the Agency’s branding, multi-year strategic marketing plan and strategies; the creation and production of marketing and advertising campaigns various educational and outreach employer and community programs, including program development for agency Youth Education Programs and seasonal Bicycle Commuter Contest.	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 various media contacts, providing emergency communications and functioning as part of the Agency’s Incident Response Team, and advising the Agency’s senior management team	Daily 10% (C4)
5.	Manages the Agency’s community relations activities, which includes: developing and maintaining community partnerships; sponsoring and supporting community events; and performing other related activities.	Monthly 10% (C4)
6.	Directs the Agency’s market research activities, including customer satisfaction survey and occasional market segmentation, onboard, worksite and paratransit surveys.	Monthly 10% (C4)
7.	Attends, chairs and supports 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 external 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, data, and comments.	Quarterly 10% (C4)
9.	Develop and present 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 and assigned projects.	Monthly 5% (D6)

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DUTY NO.	ESSENTIAL DUTIES: (These duties are a representative sample; position assignments may vary.)	FRE-QUENCY
10.	Administers and reports on 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

Knowledge (position requirements at entry):

Knowledge of:

- Supervisory principles and practices;
- Applicable Federal, State, and Local laws, rules, and regulations;
- Media relations principles and practices;
- Journalism principles and practices;
- Public information principles and practices;
- Program management principles;
- Budgeting principles and practices;
- Graphic design, prints production, and web publishing principles and practices.

Skills (position requirements at entry):

Skill in:

- Monitoring and evaluating subordinate staff;
- Writing and editing a variety of materials such as news releases and business communications;
- Preparing publications and reports;
- Applying creative thinking;
- Managing projects;
- Preparing and giving oral presentations;
- Facilitating meetings;
- Managing media relations;
- Market research and data analysis principles and practices;
- Handling multiple tasks simultaneously;
- 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 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.

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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

Revised: Fall 2013 Agency/Dept. Re-org; Development Dept/ Director position eliminated; M&C now in Executive and a change in Supervisor/Direct Report: to GM cd

Revised: Winter 2013: Supervising 2 additional positions (grant-funded) cd

Revised: 9/2015 M&C Mgr. Recruitment, title change. Cd

Revised: 01/2016 M&C Division moved to Development Dept. w/direct report to Development Director

Revised: 02/2017 Dev Dir made minor edits for new recruitment. cd