



MARKETING & COMMUNICATIONS DIRECTOR

Department: Marketing & Communications
Employee Group: Non-represented
Reports to: General Manager
FLSA Status: Exempt
Job Number: 64150
Approved by:
Approved by: Wendi Warner, HR Director

OUR MISSION

Ben Franklin Transit (BFT) provides exceptional and cost-effective transportation services that consistently exceed customer expectations while promoting the principles and practices of livable communities and sustainable development.

OUR VALUES

We value customer service, collaboration, diversity, fiscal accountability, innovation, sustainability and safety. Employees and representatives of BFT are expected to uphold our values and mission.

NATURE OF POSITION

Perform full range marketing and public relations activities to maximize the Agency's services and programs; represent the Agency for public and news media relations, community outreach, employee communications, marketing promotional efforts and governmental affairs. Oversee customer service operations; increase engagement with stakeholders, including media, customers, governmental representatives, employees, and community members.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Initiate the concept, development, coordination, conduct, and evaluation of marketing, outreach, public awareness, public and news media relations, and other promotional efforts.
- Plan and manage marketing, community, and communication outreach programs designed to increase public awareness and ridership.
- Develop outreach activities and events designed to achieve strategic priorities for internal and external audiences; determine advertising channels according to demographics.
- Support integration of federal, state, and local policies to develop an effective public relations program.
- Develop and implement marketing initiatives based on project objectives; prepare reports based on collection of data; recommend project improvement based on feedback and analysis.
- Plan, write, and edit written materials for advertisements, news releases, brochures, pamphlets, promotional events, campaigns, internal communications, and other public information.
- Oversee Agency brand management including all graphic and style elements.
- Create and deliver presentations to business and residential communities to promote education of Agency programs.
- Assist in scheduling, negotiating cost, and purchasing media space and time.
- Select, supervise, train, motivate, assign, evaluate, and counsel staff; take corrective action as needed.
- Guide, recommend, and implement solutions to meet social media strategies.
- Oversee customer service functions including department travel training activities, collateral material development, reporting procedures, and eligibility determinations.
- Develop, monitor, and manage budget items related to department; develop and review cost estimates for marketing and public relations services; research and analyze data for cost effective improvements.
- Coordinate legislative strategies with other interested parties and advocacy groups such as cities, other transit districts, and regional agencies.
- Represent Agency at governmental proceedings regarding transportation forums at the state and local level.

- Negotiate marketing partnerships and sponsorships to leverage brand awareness.
- Work with and maintain confidential information.
- Demonstrate regular and punctual attendance.
- Other duties as assigned.

KNOWLEDGE, SKILLS & ABILITIES

- Principles, practices, and trends of public administration and intergovernmental relations.
- Principles, techniques, and methods of effective public communications, public relations, news media communications, and community outreach.
- Maintain knowledge of pertinent state and federal laws, proposed legislation and regulations related to areas of responsibility.
- Comprehend and apply principles of supervision, training, employee development motivation and effective correction.
- Analyze and interpret difficult policy and legislative issues and ensure accurate presentation.
- Utilize contemporary publication and presentation methods.
- Speak effectively before governmental and legislative bodies.
- Define challenges; develop, evaluate, recommend and implement “best course” alternatives.
- Communicate ideas and concepts effectively through presentations to small and large audiences.
- Focus on mission and strategic goals while responding quickly to changing internal and external influences.
- Prepare and manage departmental budgets.
- Establish and maintain cooperative working relationships with the public and media relations.
- Reason logically; be creative and take initiative.
- Demonstrate success with the power to influence, negotiate, and resolve conflict.
- Learn new technologies, policies, procedures and guidelines established by professional organizations and/or governing agencies.
- Utilize office equipment and other relevant technology (software and systems) to meet business needs.
- Understand, follow, and communicate clearly and concisely, both orally and in writing.
- Work as a team member and independently; effectively apply organizational and time management skills; meet deadlines and comply with Agency policies.
- Exercise sound judgment in making decisions.
- Focus on tasks and recall details; handle frequent interruptions.

OTHER CHARACTERISTICS

- Collaboration: Shares time and knowledge with others; adjusts priorities as circumstances dictate; follows through on commitments, accepts responsibility for actions, resolves interpersonal conflicts constructively.
- Diversity: Demonstrates an awareness and respect of cultural and individual values. Treats all people with dignity, courtesy and respect.
- Fiscal Accountability: Actively contributes to the productivity of the agency; demonstrates good stewardship of company time and resources; displays high standards of ethical conduct.
- Customer Service: Anticipates the needs of internal and external customers; delivers quality work products and services within expected timeframes. Considers and responds appropriately to people in various situations.
- Innovation: Considers new approaches to situations; encourages ideas and improvements.
- Sustainability: Actively encourages environmental benefits and the conservation of natural resources.
- Safety: Adheres to safety related laws, regulations, standards, and practices; performs work in a safe manner; encourages and supports others to be safe while at work.

MINIMUM QUALIFICATIONS

Bachelor’s Degree in Marketing, Communications or related field and five (5) years’ related experience; or an equivalent combination of experience and education. Must possess a valid driver’s license.

LICENSES, CERTIFICATIONS & OTHER REQUIREMENTS

None.

PREFERRED QUALIFICATIONS

Previous experience working with government agencies or public transportation operations.

PHYSICAL REQUIREMENTS

Generally sedentary in nature; occasionally stand and walk; intermittently kneel, stoop, bend and twist at the waist, and reach overhead; sit for long periods of time. Rarely kneel, crouch, or crawl. Occasionally lift, push/pull, or carry up to 40 pounds. Good vision to read print and computer screen. Hear and speak to communicate in person, before groups, and over the telephone. Manual dexterity of hands and fingers to include repetitive keyboarding, grasping and reaching to operate a computer keyboard, mouse and/or standard office equipment.

WORKING CONDITIONS

Work is primarily performed in an office environment where noise, frequent interruptions and lack of privacy may be present. Operate a motor vehicle. Occasional exposure to outdoor environment and weather conditions when participating in Agency events. Occasional evening and weekend work required; some travel required outside of the area of service.

Essential Functions may include the duties and responsibilities, as well as knowledge, skills, abilities, and other characteristics listed in this job description. Employees in this position must maintain a level of mental and physical fitness required to perform the essential functions of this classification with or without reasonable accommodation.

Job descriptions are intended to present a descriptive list of the range of duties performed by employees in the position. Job descriptions are not intended to reflect all duties performed within the job. Job descriptions are subject to revision and may be updated as appropriate to reflect operational changes within the role.

Employees in all positions must pass a background investigation including a criminal and employment investigation; positions with cash handling or financial administrative duties will be subject to a consumer credit investigation.