North Central
Regional Transit District
Job Description

Title: Marketing & Promotions Coordinator  Code: 145
Division: Public Information  Effective Date: 07/20
Department: Administration  Last Revised: 05/20
FLSA Status: Exempt

GENERAL PURPOSE

Performs branding and marketing activities related to the promotion of the District, assists in the development and expansion of transit promotional programs, coordinates ridership and community outreach projects, contributes to website updates and provides support to social media platforms. Performs activities related to creating marketing, customer and public information materials, conducts ridership and other promotions; branding; supporting community partnerships and assisting with organizational participation in community events.

SUPERVISION RECEIVED

Works under the general supervision of the Public Information Officer.

SUPERVISION EXERCISED

None.

ESSENTIAL FUNCTIONS

Performs professional level marketing and promotional activities to include serving as a program liaison, coordinating public processes, and providing recommendations for program direction. As a Coordinator, coordinates services between the District and the public.

Assists in the development of all strategic and tactical marketing initiatives and plans.

Conducts market research to identify effective promotional methods.

Implements activities in support of District’s Strategic Marketing and Advertising Plan. Assists in the research for marketing and promotional activities, monitors expenditures within authorization.

Implements specific strategies to raise awareness and use of transit by key target audiences, including commuters, youth, seniors and the general public. Prepares, coordinates and implements specific promotions and campaigns to raise awareness and use of transit and other District services. Supports public involvement activities.

Works with the department specialist to ensure website is up to date and effective at reaching riders and potential riders as well as stakeholders.

Works with department specialist to support social media platforms and new media for District supporting rider, public, and business communications and constituent relations.

Coordinates promotional 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 District in community events.
Assists with publications and public communications. Coordinates photo and video shoots.

Requires interface with other public, private and non-profit sectors.

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. Supervises transit advertising program.

Researches and coordinates advertising media placement. Recommends ad buys.Drafts print and radio spots and coordinates with the production of television, video and outdoor advertising.

Assists in special projects for the District. Serves as back-up media spokesperson, responding to media inquiries and representing District information as required.

Performs other related duties as required.

**MINIMUM QUALIFICATIONS**

1. **Education and Experience:**
   
   A. Bachelor’s Degree in Business Administration, Marketing, Communications, or a related field
   
   AND
   
   B. Five (5) years of verifiable professional experience in marketing and communications
   
   OR
   
   C. An equivalent combination of education and experience.

2. **Knowledge, Skills and Abilities:**

   **Working knowledge of** Marketing and branding principles and practices; Public relations principles; Communications principles; Advertising Principles, Web publishing methods; Graphic design; Social media methods; Project management principles. Strong understanding of new technologies and how they can be applied to marketing.

   **Considerable skill** in Implementing marketing and branding 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; demonstrate proficiency in the use of various software applications, i.e., MS Word, Excel, Outlook, PowerPoint, Adobe Creative Cloud; Communication, interpersonal skills as applied to interaction with coworkers, supervisor, and the general public. Creative and innovative. Team player and problem solver.

   **Ability to** draft reports, documents and agreements; analyze a variety of program issues and problems and make recommendations; Develop creative ideas in relation to public information projects; develop and implement marketing plans; organize and coordinate advertising programs; promote existing, new and special transit services; design and develop a variety of promotional, information and educational materials; maintain expenditures within budget constraints; negotiate and coordinate contract services; prepare, edit and proofread written materials; make public presentations and communicate effectively both orally and writing; establish and maintain effective and cooperative working relationships with District Employees, member entities and the general public; provide effective customer service; plan, organize and implement special events; coordinate activities with other groups and agencies; work independently and deal effectively with stress caused by work load and time deadlines.
3. Special Qualifications:

Must possess a valid State of New Mexico driver’s license with a satisfactory driving record. Must be able to work with no advance notice additional hours, evenings, on-call, holidays and weekends and be able to travel.

4. Work Environment:

Incumbent of the position generally performs in a typical office setting with appropriate climate controls. Tasks require a variety of physical activities, generally involve moderate muscular strain, such as walking, standing, stooping, sitting, reaching and lifting. Must be able to lift 20 lbs. Regular talking, hearing and seeing required in the normal course of performing the job. Common eye, hand and finger dexterity required to perform some essential functions. Mental application utilizes memory for details, listening, verbal instructions, emotional stability, discriminating thinking and creative problem solving. Frequent travel required in normal course of job performance.

5. Professional Standards:

At North Central Regional Transportation District, we offer services as a team of respectful, qualified professionals. Our customers come first. They are our neighbors. We believe that the following Professional Standards are crucial for you to embody if we are going to be a match as employer and employee.

In addition to being competent in the essential functions outlined above and minimum qualifications outlined above, you have an important professional role to play in NCRTD. To fill that role, you are expected to practice and exhibit the following attitudes and behaviors while at work.

- Remain a professional, balanced, respectful, problem-solver, even under stress or when out of your comfort zone.
- Demonstrate trustworthy behavior and speech (personal integrity and professional competence, do what you say you will do, be dependable, be accountable, act as a contributing member of our professional team).
- Show respect for coworkers and customers (be attentive, recognize others’ contributions and concerns, maintain the dignity of all people, empathize, honor differences, build rapport when possible and forgiveness where necessary).
- Keep a positive, “can do” attitude toward tasks, coworkers, management and customers.
- Communicate coherently (listen to understand, speak to be understood, no blaming, ask questions).
- Demonstrate flexibility in the face of changes and new ideas (understand why changes are being made, ask questions about them when necessary, give them a chance and offer feedback where appropriate).
- Be a steward (1) of our organization’s resources (avoid waste, suggest cost saving ideas, take care of things by keeping them clean and the area safe); and (2) of your personal career (identify one or two areas of growth, learning or certification to pursue every year).

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Disclaimer: The above statements describe the general nature, level, and type of work performed by the incumbent(s) assigned to this classification. They are not intended to be an exhaustive list of all responsibilities, demands, and skills required of personnel so classified. Job descriptions
are not intended to and do not imply or create any employment, compensation, or contract rights to any person or persons. Management reserves the right to add, delete, or modify any and/or all provisions of this description at any time as needed without notice. This job description supersedes earlier versions.

Approved by Executive Director:______________________________ Date _____