North Central
Regional Transit District
Job Description

Title: Marketing & Communications Specialist  
Code: 155
Division: Public Information  
Effective Date: 04/13
Department: Administration  
Last Revised: 04/19
FLSA Status: Exempt

GENERAL PURPOSE
Provides a variety of professional, technical and administrative duties related to assisting in the implementation of the advertising, marketing, outreach and promotional activities to enhance public awareness of NCRTD operations, services and programs. Plans, organizes and coordinates a variety of marketing activities which involves the development and creative design of promotional and informational and educational materials and special events and outreach activities, social media, website management, and representing the District at external events and activities.

SUPERVISION RECEIVED
Works under the general supervision of the Public Information Officer.

SUPERVISION EXERCISED
None.

ESSENTIAL FUNCTIONS
Responsible for focusing on the strategic positioning of the District's image and brand; performs a variety of marketing, communication and production activities for the North Central Regional Transit District; provides leadership in developing, directing and coordinating efforts to increase the public and community support for public transportation.

Plans, develops, organizes and coordinates district wide community outreach and information programs; develops marketing campaigns and advertising; determines appropriate use of promotional/educational materials; handles multiple facets media relations and marketing using print, broadcast, digital and internet/email applications to achieve optimum results and cost control; writes and produces press releases, public service announcements, white papers, newsletters, brochures, annual report and other educational/promotional materials. Must be detail oriented.

Coordinates and plans cooperative production, programming or special events efforts; provide ongoing marketing and advertising to the member agencies and district customers; assists in the strategy, organization, coordination and implementation of inter-agency activities and programs; initiates public outreach.

Coordinates marketing and promotional campaigns by identifying goals and objectives, coordinating graphics, discussing options with various departments, distributing materials, and analyzing results.

Implements plans to inform the public of bus service changes, to increase ridership and to build general public awareness and support.

Develops and maintains databases and other systems for collecting and updating information on community contacts for the inventory and distribution of publications and other materials; and other purposes.

Participates in and coordinates staff involvement in community events, receptions, fairs and parades.

Ensures the ongoing availability of service information through publication displays, on-board publications, and community-based print and electronic media.

Develop, implement, and monitor social media strategies that encourages ridership and dissemination of information, including producing short videos for You Tube channel.
Performs activities related to the District’s commercial advertising, in vehicle advertising, and other transit related advertising sales.

Contributes to the maintenance, updating and enhancement of the District’s website.

Process departmental invoices into an excel spreadsheet. Submit them to Public Information Officer for approval and generate payment vouchers. Follow that by scanning signed documents, labeling them and filing copies, and finally digitally deliver them via the finance server, to finance department.

May participate as a technical representative to related local, regional, and statewide planning agencies and marketing groups as assigned; performs outreach to key and diverse constituencies to support public transit.

Responsible for promoting the District at such venues as trade shows, expositions, community events, job fairs, etc.; attends meetings. As a result, must be available to provide occasional coverage during the evening and on weekends.

Operates personal computer and various software applications, i.e.; Adobe Creative Suite, Microsoft Office (Excel, Word, Access, Power Point) PageMaker, Scheduler Plus or other scheduling software, etc., as needed to establish databases, communication documents, illustrations and publications;

Performs other related duties as required.

MINIMUM QUALIFICATIONS

1. Education and Experience:
   A. Graduation from an accredited college or university with a Bachelor’s degree in Marketing, Communication’s, Journalism, Public Relations or a closely related field; AND
   B. Two (2) years of verifiable professional public information, marketing, advertising, public education and outreach and event planning experience with the utilization of a wide variety of media; OR
   C. An equivalent combination of education and experience.

2. Knowledge, Skills and Abilities:

   **Working knowledge of** contemporary marketing and public information principles, practices and techniques; media industries in the District service area; advertising, marketing and public relations practices and techniques; advertising strategies and campaigns; principles of design and layout techniques; public or platform speaking, proposal development, creative writing and presentation skills; organizational politics; negotiation techniques; strong interpersonal group motivation and communication skills; principles of salesmanship; desktop publishing; photography and typography; principles and practices of public information records management.

   **Considerable skill in** the art of diplomacy and cooperative problem solving, creative design and use of Adobe Creative Cloud. **Skill in** using personal computers and applicable software applications including spreadsheets, publishing and data base programs; operating audio visual equipment; public speaking; developing, coordinating and delivering public information materials for District programs and activities; responding to requests and inquiries from media and the general public; math skills; English and grammar skills; methods and techniques of researching and interpreting data and information.

   **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; demonstrate proficiency in the use of various software applications, i.e., MS Word, Excel, Outlook, PowerPoint, Adobe, Publisher and/or other design software; 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: [Signature] Date 4/1/2019