



Position Description

Title: Director of Marketing
Department: Marketing
Supervisor: General Manager & CEO
Status: Salaried; Exempt; Non-Bargaining
Hours: Monday-Friday 8:00 a.m. – 5:00 p.m.

Summary:

Responsible for all activities related to conceptualizing and implementing marketing strategy and achieving marketing targets. Specific responsibilities include business and market development; market research and planning; monthly reporting and ridership analysis; strategic direction for promotion and advertising; community outreach; directing the day-to-day activities of Marketing Manager, Information Booth staff and Customer Service Representative, to include advertising, promotions, community relations, public relations and customer service. This position is a member of the Executive Leadership Team.

Essential Duties & Responsibilities:

The following is intended to describe the general content of and requirements for the performance of this job. This job description is not intended to be construed as an exhaustive statement of duties, responsibilities or requirements. Other duties may be assigned as required.

- Responsible for the strategic development of marketing and business development initiatives, and overall management of the marketing department
- Assists with organizational planning for growth and development including leveraging new technologies and partnerships, including ridership program development, implementation and analysis
- Participates in local, state and federal legislative initiatives
- Oversees the development, design and production of all printed and promotional materials
- Responsible for all internal and external communications including website, social media, employee communications, press releases and other media relations
- Responsible for the development and management of Employee Recognition Programs including Customer Service and Safety
- Plans and coordinates both internal and external special events including community outreach initiatives to build ridership
- Supervises Marketing Manager and assists Marketing Manager with supervision of Information Booth Specialists and Customer Service Representative as needed
- Manages Transit Advertising Program and serves as point of contact for third party advertising partner
- Assists with Federal Grants including the application process and program oversight as needed
- Oversees Marketing department administrative responsibilities

Qualifications: Individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and /or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.

Reasoning Ability: This position requires the ability to apply common sense understanding to carry out detailed written or oral instructions if necessary, along with the ability to apply effective customer service and understand marketing concepts and its application to business growth in the community.

Education and/or Experience: Minimum of three to five years supervisory/management experience. A minimum of a Bachelor's Degree in Marketing, Communications, Graphic Design or Public Relations along with a minimum of two (2) years hands-on experience in a marketing related position or equivalent combination of education and experience. Leadership experience in marketing management with excellent written/verbal, time management and quantitative/analytical skills.

Language Skills: Exceptional written, verbal and interpersonal communication skills are required.

Mathematical Skills: Ability to perform basic math and accounting procedures.

Certifications, Licenses, Registrations: A valid driver's license.

Other Skills and Abilities: Individual must demonstrate strong presentation skills with a persuasive nature. Possess superior communication and interpersonal skills with a high degree of human relations skills. Proficient in Microsoft Office, Photoshop and InDesign. Professional demeanor and appearance. Familiarity with public transit system operations and/or public agencies is essential.

Physical Demands: The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. While performing the duties of this job, the employee is regularly required to reach with hands and arms. The employee is occasionally required to climb or balance, stoop or kneel. Normal talking and hearing abilities, with or without remedial medical equipment, are necessary. Specific vision abilities required by this job include close vision, the ability to adjust focus and hand-eye coordination is necessary to operate computers and various pieces of office equipment. The employee frequently is required to stand, sit, talk, hear, walk, use hands or finger, handle or feel, stoop, kneel and crouch. The employee must occasionally lift and/or move more than 25 pounds.

Work Environment: Work is performed in the administration office, various areas of the complex as well as within the community. Position will require travel in the South Bend, Mishawaka and surrounding areas. Position is exposed to outside weather conditions when traveling to appointments. The noise level in the work environment is usually quiet to moderate; noise levels may increase depending on activities or events in the facility.

Supervisory Responsibilities: Directly supervises and evaluates Marketing Manager, and assists with the supervision of Information Booth Specialists and Customer Service Representative.