



## Position Description

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

### Summary:

This dynamic position is responsible for activities related to conceptualizing, implementing and analyzing ridership initiatives along with the development and implementation of service planning needs. Specific responsibilities include overseeing ridership programs, monthly ridership reporting and analysis, market research and planning. This position supports transit scheduling, route design and service change initiatives, including the implementation of the CONNECT Transit Plan.

### 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 development, management and analysis of ridership initiatives, including monthly reporting and planning and assists with marketing and outreach initiatives as needed. Assists with NTD and other reporting requirements as needed.
- Assists with organizational planning for growth and development including leveraging new technologies and partnerships, coordination and oversight of system planning and route scheduling along with data collection and analysis.
- Ensures organization utilizes, monitors and manages technology systems as designed for data accuracy and efficiency.
- Assists with the development and implementation of special projects including, but not limited to, strategic planning, technology, transit advocacy, employee and community engagement.
- Assists with Federal Grants including the application process and program oversight as needed.

**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 verbal 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 Planning, Public Administration or related field along with a minimum of two (2) years hands-on experience in a related position or equivalent combination of education and experience.

Strong knowledge of practices, principles, techniques and procedures of transit planning and operator scheduling is preferred. Leadership experience along with excellent communication skills, time management and analytical skills are essential to the position.

**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; commercial driver's license with passenger and air brake endorsements is a plus.

**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 with the ability to learn new software. 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, 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:** Supervisory responsibilities may be assigned.

I have read and understand the requirements of this position and am able to carry out the essential functions of the position with or without a reasonable accommodation.

\_\_\_\_\_  
Employee

\_\_\_\_\_  
Date

\_\_\_\_\_  
Human Resources

\_\_\_\_\_  
Date