



CORPUS CHRISTI REGIONAL TRANSPORTATION AUTHORITY

JOB POSTING #2018-02

CLOSING DATE: 02/19/18

Job Title: Marketing Production Coordinator

FLSA Status: Exempt

Work Location: 602 N. Staples St. & as assigned; location varies **Department:** Marketing **Pay Grade:** 22

Reports To: Director of Marketing

Salary: \$45,011.20-\$72,592.00 (*Min-Max Annual*)

General Summary: Working under the general supervision of the Director of Marketing, helps develop and maintain communications both internally and externally through the production and distribution of various information tools. This position serves as a marketing liaison within CCRTA, with organizational targets, riders, and would-be riders helping to identify, develop and implement public outreach processes and records. As a representative of CCRTA, and concerning all modes of transit (fixed-route, and paratransit) among the diverse range of communities within CCRTA's service area, this position is an agency ambassador who works to build trust with riders, organizational targets and would-be riders as well as select stakeholders, and build a record of public and customer awareness initiatives to achieve greater support for CCRTA.

Essential and Marginal Functions: Essential and other important responsibilities and duties that must be performed, with or without reasonable accommodation may include, but are not limited to, the following:

- Creates, develops, distributes and maintains CCRTA service information to include: internal and external newsletters, tenant blasts, postings, marketing materials, signage, and the marketing calendar.
- Manages the production of marketing materials including but not limited to: campaigns, videos, commercials, press releases, media alerts, etc.
- Conducts outreach with customers emphasizing new services and/or changes in service.
- Develops, implements, and measures specific outreach efforts, including communication plans tailored to maximize the involvement of target audiences.
- Helps develop and implement measurable strategies to educate organizations and citizens, designed to build support and enhance viability of CCRTA services.
- Must be able to give presentations to a variety of different groups in different settings about the CCRTA and services offered.
- Acts as the Public Information Officer of the agency and must be able to complete the State of Texas' brief online Public Information Act knowledge web-course.
- Acts as a representative of the agency to local businesses and organizations.
- Coordinates social media initiatives such as www.ccrta.org, CCRTA Facebook, Twitter accounts, Instagram, Snap Chat and new accounts as they become available to the agency.
- Assists (working in tandem with Operation's Supervisors) in monitoring total rider environment, including stops, shelters, and stations and maintains transit tubes and schedule rack outlets.
- Responsible for periodically inspecting bus bench advertising and bus advertising.
- Develops and/or edits, prints, cuts, folds, laminates and distributes all information when required.
- Establish and maintain effective professional working relationship with those contacted in the course of work.
- Maintains confidentiality regarding all CCRTA related business information and personnel issues.
- Complies with CCRTA's policies and procedures and local, state and government regulations.

- Establishes & maintains effective and professional working relationships with those contacted in the course of work.
- Maintains a dependable attendance record.
- Performs other duties as assigned.

It is the RTA's business philosophy and practice to provide reasonable accommodation to the known physical or mental disabilities of qualified individuals, according to applicable state and federal law. To request a reasonable accommodation regarding application for employment or the performance of the essential functions of your job, please contact the Human Resources Department at (361) 289-2712.

Qualifications include:

Knowledge of:

- General graphic design and photography guidelines;
- RTA services, routes and schedules;
- Social Media applications, KPIs, and basic understanding of website development;
- Effective time management;
- Knowledge of Word Press on a CMS platform,
- Modern office procedures, methods, office and computer equipment;
- Demonstrated superior verbal and written communication skills;
- Demonstrated excellent interpersonal relationship and teambuilding skills; and
- Correct English usage, spelling and vocabulary.

Ability to:

- Follow directions and meet established deadlines;
- Communicate effectively verbally and in writing;
- Learn new information applications;
- Maintain a dependable attendance record;
- Willingly foster a positive work environment;
- Provide service in a courteous and professional manner;
- Multi-task and work with a diverse group of people;
- Exercise independent judgment and responsible decision making;
- Understand and follow oral and written instructions; and
- Comply with Regional Transportation Authority policies and procedures.

Skills:

- Operate a variety of office equipment including a computer, calculator, copier, facsimile machine, shredder, and typewriter;
- Type at a speed necessary for successful job performance;
- Knowledge of Adobe Creative Suite a bonus;
- Operate computers and graphics, publishing, design software including, but not limited to, desktop publishing; and
- Proficiency in Microsoft Office and/or similar application(s).

Experience and Training Requirements:

This position requires any equivalent combination of the following training, education and experience that provides the individual with the required knowledge, skills, and abilities to perform the job.

- **Education:** Bachelor's degree from 4-year college or accredited business school
- **Experience:** Minimum four (4) year's work experience in a related administrative area.
- **License or certificate:** Possession of an appropriate, valid TX Driver's License on the date of application as required for position to operate RTA vehicles.
- **Other Requirements:** Must be at least 18 years of age. Any job offer and continued employment is contingent upon completing and passing a pre-employment job agility evaluation, physical, drug and alcohol screen and background investigation with not more than two moving violations or accidents in the past three years, no more than one DWI/DUI in a lifetime, and no DWI/DUI in the past five years.

Working Conditions and Physical Requirements:

Works primarily in a typical, climate controlled office environment and in the field, requiring standing often for prolonged periods, lifting, bending, reaching, and stretching motions to post materials at passengers waiting areas. Average amount of overtime and extended work hours are required. The noise level in the work environment is usually moderate. While performing the duties of the job, the employee occasionally works in outside weather conditions. Standard physical activity includes, but is not limited to, sitting, standing, and walking activities. Essential and marginal functions require maintaining physical conditions necessary to carry/lift/push or pull loads up to 50lbs.