

TRANSIT MARKETING SPECIALIST 2

CLASS DESCRIPTION

General Responsibilities:

This is responsible professional marketing, advertising and public relations (and related supervisory work) for the Madison Metro Transit Utility. The employee in this class is responsible for performing marketing, advertising and customer relations activities and projects; producing, disseminating, and maintaining an inventory of customer relations materials; overseeing Madison Metro's customer feedback program through a subordinate supervisor and developing transit information outlets and coordinating activities between the Transit Division and the City Attorney's office for Metro Sales Outlet contracts; and reviewing the activities of the Customer Services Center (CSC) who perform paratransit ride reservations and confirmations, answer route and scheduling inquiries, and maintain transit public schedule inventory. The work is performed under the general supervision of the Marketing and Customer Services Manager and involves regular review of project status and progress, and overall results.

Examples of Duties and Responsibilities:

Develop customer relations information and customer services. Develop, oversee and initiate programs regarding advertising and promotion of the Metro Transit System including: the employee and rider newsletters; rider information flyers and rider alerts; and area media news releases and promotional brochures. Prepare written copy, conduct interviews, and edit written materials developed by other Metro employees; and coordinate preparation of the finished product relative to both graphics and copy with internal staff as well as external printers and other vendors. Coordinate with Metro Shop employees for the installation of both internal and external advertising materials.

Serve as a representative on Metro's Middle-Management Team which is charged with meeting day-to-day operational issues of the transit system. Attend weekly meetings. Provide relevant input relative to marketing and customer service matters and assist in the resolution of operating problems. Represent the Marketing and Customer Services Unit on other internal committees.

Represent Madison Metro on the Dane County Regional Planning Commission's Rideshare Coordinating Committee. Develop and assist with promotions using committee funds to produce television, radio and other medium of advertisement to market Dane County ridesharing/mass transit services.

Develop program activities relating to the advertising and promotional functions of the Metro Transit system. Monitor the activities of outside consultants and service providers relative to marketing activities. Develop creative copy for customer relations information and customer services programs.

Write copy for and disseminate Metro public relations information to the community, professional transit associations and transit publications.

Set up new transit Sales Outlet locations and coordinate activities between the Transit Division and the City Attorney's office for Metro Sales Outlet contracts and for employer-subsidized pass and ticket programs in Madison and surrounding areas.

Coordinate with relevant Metro Shop and Customer Service staff to facilitate informational tours of the facility for area schools, day-care providers, etc.

Make public presentations, including the preparation of audio/visual materials, to schools, civic clubs, senior citizens groups, churches and other types of groups regarding Metro operations as assigned.

Plan, create copy and oversee the distribution of news releases. Develop marketing strategies and coordinate media coverage for Metro promotions, detours, special events and current projects.

Plan and oversee special internal and external promotional events for Metro, such as participation in Transportation Week, Rhythm and Booms, Dane County Junior Fair, UW Registration, etc.

Supervise distribution, maintain inventory, and monitor usage of fixed-route schedules and other printed materials.

Develop programs regarding advertising and promotion of the Metro Transit System. Make recommendations and assist in preparing the advertising budget and monitoring expenditures. Determine appropriate advertising vehicles based on an analysis of ratings/readership data. Negotiate with media sales representatives and reserve media/advertising space and time. Create advertising copy.

Prepare marketing plans, budget projections and public services announcements for integration into the overall marketing program. Implement periodic marketing research projects.

Prepare and maintain related reports and statistics.

Monitor Customer Service Center operations through the Metro Customer Service Supervisor.

Participate in the hiring training, evaluation, disciplining and handling of employee grievances of subordinate staff. Recommend actions to the Marketing and Customer Services Manager. Schedule employees to ensure adequate CSC staff coverage and assign work to subordinates.

Perform special projects relative to computerized information and telephone systems such as the Voice Response Unit (VRU) and the Customer Information System (CIS). Provide training and technical support to staff and other agency personnel as needed.

Perform related work as required.

QUALIFICATIONS

Knowledge, Skills and Abilities:

Thorough knowledge of the theories and techniques relating to promotions, marketing, advertising and public relations. Knowledge of management information systems and their applications to marketing. Working knowledge of supervisory principles and practices. Ability to prepare effective marketing advertising, and public relations materials, plans and strategies. Ability to communicate effectively and creatively in oral and written forms. Ability to establish and maintain effective working and public relationships. Ability to effectively supervise. Ability to prepare meaningful and concise reports summarizing marketing activities and related data. Ability to deal tactfully and courteously with employees and the public. Ability to acquire a thorough knowledge of the laws, rules, regulations and administrative policies governing Metro operations. Ability to make effective public presentations. Ability to operate a computer and utilize word processing and spreadsheet software applications. Ability to maintain adequate attendance.

Training and Experience:

Two years of directly related professional experience with major responsibilities in the areas of marketing, advertising, public and customer relations or a closely related field. Such experience must have included or been supplemented by leadership responsibilities. Such experience will normally be gained after graduation from college with a degree in Business, Public Administration, Journalism or a related field. Other combinations of training and/or experience which can be demonstrated to result in the possession of the knowledge, skills and abilities necessary to perform the duties of this position will also be considered.

Necessary Special Qualifications:

Possession of a valid driver's license or the ability to meet the transportation requirements of this position.

Department/Division	Comp. Group	Range
Metro Transit	44	08

Approved: _____
Brad Wirtz
Human Resources Director

_____ Date