

## **TRANSIT MARKETING GENERAL SUPERVISOR**

### CLASS DESCRIPTION

#### General Responsibilities:

This is responsible professional and supervisory work in marketing, public relations, advertising and customer service for the Metro Transit Utility. The employee in this class is responsible for overseeing and performing marketing, advertising and customer relations activities and projects; including producing, disseminating and maintaining an inventory of customer focused materials and messages. This classification supervises the activities of graphics and marketing employees, supervises the customer service center and related staff, and works closely with the Advertising Sales team. The work is performed under the general supervision of the Transit Marketing and Customer Service Manager and involves regular review of project status and progress, and overall results. This classification also serves as the official back up to the Transit Marketing and Customer Service Manager in that person's absence.

#### Examples of Duties and Responsibilities:

Supervise front office staff, including monitoring sales and ticket inventories, working with Metro Finance and external city staff to ensure accurate sales and cash intake, creating protocol and policy for Lost and Found program, and providing in-person customer service. Assist staff with cashiering software and hardware (MUNIS/Tyler and specialized front office equipment). Provide supervisory back up and assistance as needed for the Metro Customer Service Supervisor.

Oversee Metro's Commute Card program. Provide day-to-day contact with Commute Card clients, disseminate and create informational materials, provide presentations to potential participants, work with Metro IT and Finance on ridership tracking, invoicing and deactivation processes.

Oversee Metro's in-house bus advertising sales program. Work with advertising team to coordinate printing, installation, and inventorying of bus advertising with contracted printers and Metro maintenance staff. Oversee the invoicing process to advertising clients, ensuring proper checks and balances in the invoicing process. Administer and organize monthly invoicing, commission and production expenses with Metro Finance. Serve as back-up sales representative as needed. Oversee rates, processes and policies. Help create and enforce policies such as related to alcohol advertising, public service announcements and rate card pricing.

With assistance from Transit Marketing and Customer Services Manager, oversee and monitor the work of the technical and professional marketing section staff. Assign work as needed. Prepare written editorial, informational and advertising copy, including marketing campaigns, news releases, public services announcements, research/ study

documents, federally required documents, news articles, etc. Edit, review and format written materials developed by other Metro employees. Work with other marketing staff to conceptualize marketing campaigns and plans.

With assistance from Transit Marketing and Customer Services Manager, update/maintain/create website content and pages. Monitor visitor usage, and ensure site contains all needed customer information. Coordinate with internal Metro and external City staff to post bus schedules, detours, public hearing information, and other customer-focused information like tracking information, emergency alerts, code of conduct, etc.

Assist the Transit Marketing and Customer Service Manager in overseeing the annual service change process. Coordinate with the Transit planning department to track and publicize detours, annual service changes and stop closures. Work with planners to ensure information going out to the public is customer-friendly and accurate. Interpret complicated maps and scheduling functions. Attend planning and scheduling meetings. Maintain customer awareness of service and service issues. Coordinate with office staff for production/lamination of shelter departure signs, and with maintenance and building/grounds staff for installation into shelters across the service area. Oversee production of the annual Ride Guide, System Maps and special schedule displays throughout Metro's service area, in conjunction with the Transit Graphics Technician. Facilitate any corrections/updates as arise.

Oversee Metro Transit's social media presence. Ensure social media platforms are being used correctly and often to maintain business relationship with customers. Respond to customer questions and/or concerns. Maintain brand identity. Work with graphics technician to create images tailored to specific platforms. Oversee public alert systems, including Rider Alert e-mail notification system, WENS text messaging, website alerts and social media platforms. Work with internal staff to send out last-minute 'emergency alerts' as necessary.

Act as official back up to Transit Marketing and Customer Services Manager, including performing Public Information Officer (PIO) duties. Maintain awareness of and remain up-to-date on all agency-wide projects.

Take the lead on special projects, including large-scale organizational projects outside the realm of marketing. Coordinate with internal staff, outside stakeholders, and outside vendors.

Perform related work as required.

## QUALIFICATIONS

### **Training and Experience:**

Generally, positions in this classification will require:

Four (4) years of directly related professional experience with major responsibilities in the areas of marketing and advertising, public and customer relations or a closely related field; with two (2) of those years in a directly related leadership and/or supervisory capacity. 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, Marketing, Public Administration, Journalism or a related field. Successful completion of the City of Madison's Leadership Academy, including the project presentation and job shadowing assignment, may be used to substitute for the leadership experience requirement. 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.

Specific training and experience requirements will be established at the time of recruitment.

**Knowledge, Skills and Abilities:**

Thorough knowledge of the theories and techniques relating to promotions, marketing, advertising and public relations. Thorough knowledge of and ability to use computer software applicable to the duties of the position, including word processing and spreadsheets. Working knowledge of public administration theories and practices, and mass transit operations. Working knowledge of management information systems and their applications to marketing. 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 work effectively with multicultural populations. Ability to establish and maintain effective working and public relationships. Ability to effectively supervise represented and non-represented employees. Ability to understand, interpret and apply collective bargaining agreement provisions. Ability to organize projects, establish priorities and meet deadlines. Ability to prepare meaningful and concise reports summarizing marketing activities and related data. Ability to articulate and communicate projects effectively to the public; and make decisions. Ability to deal tactfully and courteously with employees, stakeholders, vendors, and the public. Ability to translate complicated planning materials and documents into simplified, customer-friendly materials. Ability to develop and make effective public presentations. Ability to maintain adequate attendance.

Necessary Special Qualifications:

Possession of a valid driver's license.

**Physical Requirements:**

Work is generally performed in an office environment, using standard office equipment, including computer, telephone, and copier. However, the incumbent will be expected to

physically access all areas of Madison Metro as well as travel to sales outlets and other places in the City to give public presentations on Metro operations.

<b>Department/Division</b>	<b>Comp. Group</b>	<b>Range</b>
Metro Transit	44	10

Approved: \_\_\_\_\_  
Harper Donahue, IV  
Human Resources Director

Date