

# TRANSIT MAPPING & COMMUNICATIONS SPECIALIST

## CLASS DESCRIPTION

### General Responsibilities:

This is responsible professional GIS, mapping, and communications work within Transit Utility marketing unit. Work involves primarily GIS mapping for both internal and external print and electronic communications, as well as layout, design, and art direction for both high-end print and electronic/web media. The individual is responsible from collaborative conceptualization through final product. Individual must be proficient in the latest versions of ArcGIS, Adobe Creative Suite, Microsoft Office Suite and have knowledge of programming languages like SQL and Python. Individual must maintain an organizational archiving library of files and graphics. This work is performed under the general supervision of the Transit Marketing and Customer Service Manager.

### Examples of Duties and Responsibilities

Design maps and schedules. Design ride information booklets, brochures and other information for internal and external use in various print and digital formats. Prepare static and interactive system and other maps. Develop new and specific-use maps for internal and external customers.

Create detour and other public use maps and flyers by gathering information from staff discussion, gathering construction and event information and interpreting text and simple drawings.

Develop, update, and maintain or assist in developing and maintaining databases related to analysis, planning, and outreach activities.

Write print specifications and evaluate proposals for Ride Guides, system maps and other related materials.

Conduct advanced statistical and spatial analysis using GIS and other applications for mapping purposes and in support of outreach activities.

Act as liaison with other units. Interpret technical information regarding routes and schedules. Train other marketing staff on routes, detours, and route updates.

Proofread maps, schedules, and related materials for accuracy and recommend changes.

Design/layout print materials such as posters, flyers, newsletters, and other notices. Coordinate with print vendors throughout process.

Design materials such as interactive maps and other digital materials for website.

Perform related work as required.

## QUALIFICATIONS

### **Training and Experience:**

Generally, positions in this classification will require:

Two (2) years of experience involving geographical information system (GIS) operations, mapping and/or drafting.

Such experience would normally be supplemented by at least four (4) courses in graphic arts and must include training and/or experience involving the use of computers (and related software) to perform a graphics layout work and advanced mapping.

### **Knowledge, Skills and Abilities:**

Working knowledge of GIS and related software (ArcGIS) and programming languages related to mapping. Working knowledge of Microsoft Office Suite. Working knowledge of programming languages related to mapping such as SQL and Python.

Knowledge of advertising, promotional and public relations theories, techniques, practice and procedures relative to both print and electronic media.

Knowledge of graphic design and current computer-based graphic design technologies including such applications as Adobe Creative Suite.

Ability to create, read, manipulate and accurately interpret maps and planning/schedule information relayed by various means to translate into maps. Ability to understand, create, adequately produce/present transit schedules.

Working knowledge of electronic prepress print productions Ability to write and edit electronic copy for advertising materials, newsletters, and customer information materials. Ability to use creativity in the development of promotional materials. Ability to organize activities, establish priorities and production schedules to meet tight timeframes. Ability to work as part of a team and independently. Ability to meet multiple deadlines. Ability to relate graphic design, mapping, and communication goals. Ability to understand customer needs and render those visually. Ability to establish and maintain effective working relationships. Ability to use computers in all phases of design, layout, and editing.

Ability to work effectively as part of a team as well as perform highly creative work with a high degree of independence.

Ability to maintain adequate attendance.

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

Special Requirements:

Ability to meet the transportation needs of the position.

**Physical Requirements:**

Work is performed in a traditional office setting, using office equipment such as a computer, telephone, and copier.

<b>Department/Division</b>	<b>Comp. Group</b>	<b>Range</b>
Transportation/Metro Transit	42	16

Approved: \_\_\_\_\_  
Erin Hillson  
Human Resources Director

Date