

TRANSIT MARKETING COORDINATOR

DISTINGUISHING FEATURES OF THE CLASS: This is marketing and public relations work of a complex nature which involves reviewing and analyzing county transportation needs and developing and implementing a marketing program to develop the image of public transportation, increase usage and revenue, broaden the scope of public transportation and gain public support and approval of government participation and financial support. The work is performed under the general supervision of the Director of Public Transportation and supervision may be exercised over a small number of technical and/or clerical employees. Does related work as required.

TYPICAL WORK ACTIVITIES:

Plans and manages a transit marketing program in order to develop the image of public transportation, increase usage and revenue, broaden the scope of public transportation and gain public approval of governmental participation and financial support;

Designs and conducts surveys to determine the characteristics of transit users and non-users and prepares recommendations to adapt transit facilities and services to meet consumer requirements;

Provides work direction and guidance to Transit Analyst in the research, analysis and reporting of recommendations based on this data for transit improvements;

Develops and carries out a public information program to provide easy identification of Rockland's transit system, disseminate correct information and eliminate inaccurate assumptions, inform the consumer as to the value of mass transit, publish route maps and timetables, prepare news releases, organize special events and arrange for news coverage;

Serves as agency spokesperson on transit matters in dealing with the public, media and industry;

Schedules the design and production of all graphic material needed for the marketing program and arranges for distribution of same;

Coordinates the half-fare program for the elderly and handicapped.

FULL PERFORMANCE KNOWLEDGE, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS:

Thorough knowledge of various aspects of mass transportation; good knowledge of community transportation facilities; good knowledge of various aspects of promotion, advertising and public relations, particularly as related to a public transit system; ability to communicate effectively both orally and in writing; ability to establish and maintain a successful rapport with the news media and the general public; ability to supervise the work of others.

MINIMUM QUALIFICATIONS: A Bachelor's degree in Marketing, Administration, Public Relations, Journalism, Political Science, or field related to the foregoing and four (4) years of administrative, managerial or responsible marketing experience, at least one (1) year of which must have involved substantial duties in the area of marketing.

NOTE: Responsible marketing experience directly involved in transportation may be substituted for the general experience required on a one-for-two basis. A Master's degree related to the above may be substituted for one (1) year of the required general experience.