

TRANSIT MARKETING SPECIALIST

DISTINGUISHING FEATURES OF THE CLASS: This is primarily specialized technical work involving responsibility for developing marketing information for distribution to the public about transportation options in Rockland County and the surrounding area in order to increase ridership and revenue. The work is performed under the direction of a higher-level administrator. Does related work as required.

TYPICAL WORK ACTIVITIES:

Assists with the development of marketing programs about various public transportation options and programs available in Rockland County and surrounding areas by gathering information about transit users, making recommendations regarding marketing strategies, etc.;

Prepares and disseminates informational and marketing materials and products;

Implements the public relations or marketing strategy for the fixed-route bus service and works with administration to identify future opportunities for enhancement;

Monitors brand effectiveness through market research and feedback and identify actions and campaigns to enhance whenever possible;

Prepares, edits, and assists in the preparation of news releases, pamphlets, bulletins, information articles, photographs, short radio scripts, blogs, email blasts, digital media content, signs and presentations;

Researches opportunities to improve the use of social media to develop audience and expand and increase education awareness;

Monitors and updates the agency's website, as needed;

Provides the public with information concerning the department and local transit systems;

Participates in developing and conducting surveys to determine the characteristics and travel patterns of transit users;

Attends public meetings to answer questions and provides details about Rockland County's public transportation;

Uses computer software for the completion of work assignments;

Assists with general office activities such as verifying data, providing customer service, etc.;

Complete special projects, as assigned.

FULL PERFORMANCE KNOWLEDGE, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS:

Good knowledge of the principles and practices of public transportation; good knowledge of the geography of Rockland County and surrounding areas and related transit systems*; working knowledge of marketing, promotion and advertising*; ability to develop and disseminate information about public transportation options; ability to communicate effectively, both orally and in writing; ability to establish and maintain cooperative relations with the general public and transportation agencies; ability to gather and organize data; ability to prepare reports; ability to use computer software as it applies to public transportation in Rockland County and surrounding areas.

MINIMUM QUALIFICATIONS:

1. A Bachelor's degree or higher and one (1) year of work experience in a public transportation setting** which involved technical*** or writing experience (e.g. grant writing, narrative reports, technical reports, manuals, complex letters, etc.)****, or
2. An Associate's degree and three (3) years of work experience in a public transportation setting** which involved technical*** or writing experience (e.g. grant writing, narrative reports, technical reports, manuals, complex letters, etc.)****.

(over)

*To be demonstrated during the probationary period.

**Clerical experience or experience as a laborer or driver or related shall not be qualifying.

***Examples of technical experience include participation in marketing activities and programs, development of informational and/or promotional materials, collecting and organizing information, providing information to others, or conducting surveys.

****Typical business writing experience such as the preparation of letters and memoranda will not be considered qualifying experience.