



COMMUNITY RELATIONS AND DEVELOPMENT MANAGER

REPORTS TO: GENERAL MANAGER
STATUS: FULL-TIME, FLSA NON-EXEMPT
CLOSING DATE: OPEN UNTIL FILLED
FIRST REVIEW DATE: FEBRUARY 16, 2018

◆ Integrity ◆ Trust ◆ Common Truth ◆ Respect ◆ Compassion ◆

POSITION OVERVIEW

Under the General Manager's direction, this position promotes the use of Grant Transit Authority to the public through strategic marketing programs; coordinates ridership and community outreach projects and programs; administers Agency website and social media; performs activities related to all marketing and Agency promotions, including public informational and on-bus communication materials; develops and promotes Agency communication and branding, both internally and externally; establishes and maintains community partnerships; and directs organizational participation in community events.

Essential duties and responsibilities include (but not limited to): Develops, implements, and oversees specific marketing strategies, plans and objectives to raise awareness and use of GTA's transit system by key target audiences; Prepares, coordinates and implements specific programs, promotions and presentations to support community awareness, use and involvement of GTA's transit system; Analyzes marketing programs and adjusts strategy and tactics to increase effectiveness; ensures all activities are aligned with overall Agency vision and values; Administers Agency social media sites and new media for Agency supporting rider, public and business communications and constituent relations; Produces a variety of materials for marketing purposes to both English and non-English speaking audiences, for both internal and external use, including but not limited to: advertisements, newsletters, flyers, posters, signage, brochures, photos, videos, and web-based outreach media; drafts press releases and assists with the publications and communications; Prepares marketing reports by collecting, analyzing and summarizing pertinent data; Coordinates community-based activities including marketing campaigns, site-based promotions, special events, sponsorships and cross-promotions. Coordinates with local jurisdictions, partner agencies, press and advertising contacts, and community vendors and partners. Represents Agency in community events; Responsible for Agency community-liaison duties, including: advocating Agency plans, goals and objectives; thoroughly answering public inquiries and questions; and conducting informative and effective community presentations; Performs community outreach and travel-trainer functions, educating new riders and/or members of the community on pertinent route and system information, conducts ride-along tours and performs any other applicable duties necessary to assist and/or inform members of the public; Accomplishes organization goals by accepting ownership for accomplishing new and different tasks; explores opportunities to add value to overall Agency accomplishments; Serves on committees and assists with coordinating special events as directed and/or needed; represents GTA at various meetings within the community, at local, state and national level(s); Performs duties in support of continuous growth and forward-thinking vision; Advocates and actively participates in continuous improvement of the Agency; assists team members when needed; and supports the Agency workforce at all times.

Individual must perform duties and responsibilities in a timely manner with a superior level of customer service, professionalism, organization, minimal supervision, confidentiality and independent judgment. The Community Relations and Development Manager is a fundamental member of GTA's executive team and is significant in ensuring all applicable programs, procedures and services promote, support and guide GTA's mission, vision, values and culture.

MINIMUM QUALIFICATIONS (non-inclusive list)

Knowledge of administrative and marketing practices, concepts, methods and strategies; principles and practices of prudent business communication and acumen; strong interpersonal relations skills; public speaking techniques; customer service skills and techniques; computer operations, including high level of proficiency in Microsoft Office applications, with high level working knowledge in graphics arts software, capabilities and requirements of a networked computer system, website applications and marketing/event planning software; GTA transit areas, amenities and Grant County road/street system; Public Disclosure Commission (PDC) policies; correct English usage, including spelling, grammar and punctuation; skills to perform multiple technical and strategic tasks with a potential need to upgrade skills in order to meet changing job conditions and/or requirements; highly detail-oriented and strong organizational skills; high level writing and composing; marketing, project management and performance measurement; community service and public interaction skills; strategic and proactive philosophical skills, with results-oriented mindset.

- Bachelor's degree in marketing, economics, sociology, public and/or business administration or closely related field and/or equivalent relevant experience which is deemed per management discretion to have provided same level of knowledge and skill.
- Three (3) years of increasingly responsible experience which produced broad knowledge of marketing and community-driven strategies, concepts and practices.
- Superior performance and work history; relevant leadership and decision-making skills; and solid business acumen, community-oriented and communication skills.
- Current and valid Washington State Driver's License with acceptable driving record.
- Must maintain an acceptable driving record level throughout employment, which will be monitored by periodic reviews of Motor Vehicle driving profile.
- Successfully pass pre-employment criminal background reports and drug and alcohol screening.
- Must be willing and able to attend evening events and meetings, work varying hours and days of the week, including occasional weekends and holidays dependent on Agency needs and have reliable transportation to and from work location(s).

COMPENSTATION AND BENEFITS

- Excellent benefits package available, including medical/dental/vision, long-term disability, basic life insurance, and PERS retirement.
- Beginning Hourly Pay Range: \$28.32 – \$34.28 (DOE/DOQ)

HOW TO APPLY

Interested qualified must submit GTA application, letter of interest and resume to Human Resources. Complete job description and application available online at: www.gta-ride.com.

Submit Application Materials to: jobs@granttransit.com or via mail to:

Grant Transit Authority
Attn. Human Resources Dept.
PO Box 870
Moses Lake, WA 98837

CLOSING DATE – open until filled

First review of applications is scheduled for February 16, 2018. Materials must be received by Human Resources by February 16, 2018 at 3:00pm.

Grant Transit Authority is an equal opportunity employer and does not unlawfully discriminate on the basis of race, sex, age, color, religion, national origin, marital status, veterans status, disability status, sexual orientation, or any other basis prohibited by federal, state, or local law. Please let Grant Transit Authority know if you need accommodations in order to participate in the application process.