



Job Description

Position: **MARKETING COORDINATOR**
Department: Administration
Reports To: Transportation Director
Status: Regular, Part-Time, Non-Exempt
Pay Grade: 5
Revision: 02/21

SUMMARY:

Under the general supervision of the Transportation Director, develops, plans, and implements marketing and communications plans to maximize Harbor Transit's services and programs. Participates in the development and production of marketing materials including print, broadcast, social media, e-newsletters, flyers, and other resources.

ESSENTIAL FUNCTIONS:

- Develops, organizes, and implements a variety of marketing and communications plans and strategies to promote Harbor Transit activities and services. Ensures proper promotions and marketing, manages calendars, and maintains related records. Monitors and reviews the impact of marketing activities and recommends changes as appropriate.
- Independently identifies, plans, and provides marketing and communications support for Harbor Transit operations, processes, and customer service needs. Recommends new processes, procedures, or policies.
- Provides content update to web administrator, including, but not limited to, postings, agendas, minutes, financial reports.
- Schedules and attends public events as a representative of Harbor Transit to provide information and feedback on general concerns relating to services and operations.
- Develops, designs, prepares and recommends various print and electronic publications and communications including the Annual Report, newsletters, calendars, advertisements, event promotional materials, flyers, websites, brochures, and other printed, radio, television, digital, display, and promotional materials.
- Responds to standard inquiries and provides information regarding department operations, policies and procedures. Resolves routine issues independently and refers more complex situations to the appropriate party.
- Creates a bus advertising program and facilitates sales to potential advertising customers.

- Establishes and maintains relationships with vendors, donors, and other stakeholders. Participates in outreach activities to build and nurture partnerships with the business community.
- Creates an annual passenger survey to solicit customer input on overall customer satisfaction and to gather ideas and suggestions for improvement.
- Keeps abreast of marketing and design trends through continued education and professional growth. Attends conferences, workshops, and seminars as appropriate.
- Coordinates special events and programs, completes research, reports and special projects as assigned.
- Prepares standard and complex correspondence, records, documents, reports, and other related information. Proofreads documents, promotional materials, and other communications. Develops and maintains logs, databases, spreadsheets, and other reports.
- Performs other duties as assigned.

EDUCATION, EXPERIENCE AND TRAINING:

- An associates degree in business administration, marketing, communications, or related field is required. A bachelor's degree in business administration, marketing, communications, or related field is preferred.
- Five or more years of experience in office administration, communication, marketing, or related field is required.

KNOWLEDGE, SKILLS AND ABILITIES:

- Knowledge of the principles, practices, and techniques of communications and marketing concepts and strategies.
- Knowledge of Harbor Transit organizational structure, policies, and operations.
- Skill in the developing and implementing print and electronic publications and communications.
- Skill in the use of office equipment and technology, including computers and a variety of related software, and the ability to master new technologies.
- Skill in preparing accurate and professional documents, records, reports, and correspondence.
- Ability to type and enter data with speed and accuracy.
- Ability to communicate effectively and present ideas and concepts orally and in writing, and make presentations in the public forum.
- Ability to establish effective working relationships and use good judgment, initiative and resourcefulness when dealing with employees, Harbor Transit officials, professional contacts, community leaders, the media, and the public.
- Ability to coordinate multiple tasks, problem-solve, and work effectively under stress, within deadlines and changes in work priorities.

PHYSICAL AND MENTAL DEMANDS:

- Hearing, seeing, speaking.
- Reading, reasoning, problem solving.
- Communicating verbally and in writing to employees, supervisors, and clients.
- Frequent interruptions.
- Contact with residents and visitors, in person and via phone.

WORK ENVIRONMENT:

While performing the duties of this job, the employee regularly works in an office setting with a controlled climate where they sit and work on a computer, communicate by telephone, email, or in person, and move around the office to travel to other locations. Additionally, the employee may occasionally work in or around a maintenance garage. The employee is occasionally exposed to moving mechanical parts, fumes or airborne particles and adverse weather conditions. The noise level in the work environment is usually moderate.

Acknowledgment:

The primary purpose of this job description is to aid in establishing this specific job classification. The list is not all inclusive of the total scope of duties that may be necessary to be performed in relation to this position. The qualifications listed are guidelines. Alternative qualifications may be substituted if sufficient to perform the duties.

I acknowledge that I have received a copy of this job description.

Employee Printed Name

Date

Employee Signature