



## **JOB POSTING**

**Job Title: Marketing Coordinator**

**Department: Administration**

### **HARBOR TRANSIT**

*Empowered to serve our customers with professionalism, compassion, understanding, and a willingness to help.*

Harbor Transit has been in operation for over 40 years. It has grown from a small “Dial-A-Ride” service into a public transit authority that serves the communities of Grand Haven, Grand Haven Charter Township, Ferrysburg, the Village of Spring Lake, and Spring Lake Township. It covers a service area of 55 square miles and transports over 250,000 riders a year.

Harbor Transit provides daily transportation service to hundreds of riders going to work, school, medical appointments, and other needed destinations. Its fleet is made up of 28 wheelchair accessible service vehicles and two trolleys. Most of the buses and vans have a low floor and ramp so boarding for those with a wheelchair or walker can be done easily and safely.

We are looking for someone who shares our same values of serving staff and customers with professionalism, compassion, understanding, and a willingness to help. The part-time Marketing Coordinator’s job duties vary greatly from the quiet times of managing Harbor Transit’s website and social media to the excitement of designing and selling advertising to local customers. Someone with prior marketing and communications experience, and who believes in providing a high level of internal and external customer service, will be a great fit!

### **A Day in the Life:**

- Develops, designs, prepares, and recommends various print and electronic communications including newsletters, calendars, advertisements, event promotional materials, flyers, website, social media accounts, brochures, and other radio, television, digital, display and promotional materials.
- Creates, markets, and sells bus advertising programs to potential advertising customers in the tri-cities area.
- Participates in outreach activities, to build and nurture partnerships within the business community; and coordinates special events and programs.
- Manages website by posting agendas, minutes, financial reports, and other relevant information.
- Completes research, reports, and special projects.

### **What You Will Need:**

- An associate's 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.
- Three or more years of experience in office administration, communication, marketing, or a related field is required.
- Knowledge of current principles, practices, and techniques of communications and marketing concepts and strategies.
- Ability to establish positive, effective working relationships with Harbor Transit staff, board members, community leaders and business owners, the media, and the public.

### **What We Offer:**

- 25-29 hours a week of work, with an hourly pay range of \$22.66 - \$26.79.
- A flexible and mostly remote work schedule.
- A paid time off program to help you keep a healthy work/life balance.
- A voluntary 457 plan, through the Municipal Employees' Retirement System (MERS), to help you save for retirement.
- Employee Assistance Program (EAP) for you and your family.

When you become a Harbor Transit employee, you do more than simply change jobs. You become part of the Harbor Transit family, a group of talented individuals who provide superior customer service to their residents and visitors, love their jobs, embrace change, and celebrate the community.

### **How to Apply:**

- View the full job description online at: [www.harbortransit.org](http://www.harbortransit.org)
- Send a cover letter and resume to [ADumbrell@ght.org](mailto:ADumbrell@ght.org)
- Any questions can be directed to Andrea Dumbrell, Human Resources Consultant, at 616.604.6309; or Scott Borg, Transportation Director, at 616.842-3220, ext. 5
- Application deadline: open until Sunday, February 28, 2021, or until filled

Harbor Transit is committed to Equal Employment Opportunity and to attracting and retaining the most qualified employees regardless of race, national origin, religion, sexual orientation, gender, age or disability.