



Job Description

**MARKETING & CUSTOMER
ENGAGEMENT COORDINATOR**

**Position Code:
Salary Grade**

**A-M17
A_S-3**

SUMMARY

Under guidance, oversees and communicates marketing, public information and outreach information about ART programs and services. Responsible for increasing awareness, positive perception, brand recognition, ridership, and customer retention of the ART service.

REPRESENTATIVE DUTIES

This list is intended to indicate the general nature and level of work performed by employees within this classification and is not designed to be interpreted as an exhaustive listing of all tasks required of employees assigned to this job.

1. Implements strategic marketing plans and oversees the effective implementation of marketing and public information programs.
2. Manages relationships with customer markets to assess and ensure service performance, customer satisfaction and identifies areas and recommendations for enhancements.
3. Communicates brand-building strategies compel value proposition for ART's programs and services.
4. Promotes strategic vision for the ART's digital efforts that incorporate online and mobile customer information, resource management, customer relationship building, and consensus development.
5. Oversees distribution of content development, including collateral, website, emails, videos, mobile, and social network participation to foster community building and customer acquisition.
6. Administers Customer Service function in collaboration with other staff to ensure timely communication with all customers and stakeholders.
7. Responsible for managements of all group related services and follow-up to ensure high level of performance and ROI.
8. Prepares requested reports and correspondence.
9. Works cooperatively with staff and provides regular coaching, feedback, and guidance.



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QUALIFICATION GUIDE

Knowledge of:

- Principles, practices, and techniques of sales techniques.
- Principles, practices, and techniques of market programs.
- Principles, practices, and techniques of project management.
- Technology applications for marketing and public information programs.
- Transportation and transit knowledge, finance, operations, and human resources, in general terms.

Ability to:

- Support transformational change within an organization and to improve the communication's and marketing's contribution internally and externally.
- Communicate effectively at all levels and work collaboratively across lines of business and multi-functional team.
- Act as a self-starter with a results-oriented approach; take ownership and initiative; have the persistence and resourcefulness to work through obstacles; energetic and enthusiastic; strong bias to action.
- Develop high-level of customer service and communications skills, in line with the strategic vision of the organization.
- Understand importance of prioritization to determine unmet needs and to engage the organization around those opportunities accordingly.
- Understand changing market dynamics, translating them into actionable strategies to achieve company objectives.
- Communicate importance of brand value and use best industry sales and marketing strategies and practices.

EDUCATION AND EXPERIENCE

Any combination of education and experience equivalent to a bachelor's degree with a minimum of approximately five years progressively responsible experience in marketing, communications and and/or sales work.



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WORKING CONDITIONS/PHYSICAL ACTIVITIES

(The physical demands described are representative of those that must be met by the employee to successfully perform the essential functions of this job. OCTA provides reasonable accommodation to enable individuals with disabilities to perform the essential functions.)

Positions in this class typically require:

- Work may be performed in a stressful, fast-paced office environment, depending upon assignment.
- Requires ability to understand verbal communication and to respond effectively.
- Positions in this class typically require: Reaching, Fingering, Grasping, Feeling, Talking, Hearing, Seeing, and Repetitive Motions in computer use.

SPECIAL REQUIREMENTS & CERTIFICATIONS

Valid California Driver License. Pre-employment drug screening and background check is required. ATN is an equal opportunity & affirmative action employer.