



Brazos Transit District

Job Description for Marketing Director

The purpose of this job description is to communicate the responsibilities and duties associated with the position of Marketing Director. The following information should be considered a comprehensive description of this position; it should also be noted that some responsibilities and duties might not be specifically addressed. Brazos Transit District (BTD) fully expects every person to perform any reasonable task or request that is consistent with fulfilling company objectives. BTD recommends that all employees display an ongoing effort to familiarize themselves with the duties and responsibilities of those positions directly above and below his or her own.

Job Title:	Marketing Director
Supervisor:	Chief Administrative Officer
Location:	2117 Nuches Ln., Bryan, Texas
FLSA Status:	Exempt
Safety Status:	Non-Safety Sensitive
Job Brief:	This job is responsible for promoting a positive image of BTD and educating the public about the purpose and services provided.

Essential Functions

- Responsible for BTD's mobile app and social media sites, current and new. Promote BTD in a positive manner on all social media sites. Monitor and maintain these sites on a daily basis.
- Work with the Chief Administrative Officer to ensure BTD's social media and marketing objectives are met via website, social media platforms, print media, etc.
- Develop and implement marketing activities that will promote the positive image for BTD as well as public transportation.
- Create and publish a quarterly BTD newsletter, public notices, news blasts, agency publications, etc.
- Coordinate advertising and legal notices with various vendors.
- Create transit related documents and forms including maps, brochures, newspaper ads, etc. and coordinate with various print shops.
- Assist other departmental efforts to develop materials communicating the implementation of transit service programs and modifications.
- Coordinate with public agency staff, private consultants, stakeholder outreach teams and professionals in other disciplines for successful project completion.
- Assist with activities related to transit service planning and scheduling for urban fixed-route and demand/response transit service.
- Provide administrative support and compliance of federal/state funded grant programs.
- Provide staff support and coordinate various projects with other departments.
- Assist Chief Executive Officer with special projects as needed.
- Attend local meetings such as city council, commissioner's court, and other local agency meetings as requested by the Chief Executive Officer and the Chief Administrative Officer.
- Attend community events, resource fairs and staff the company booth to promote BTD.
- Analyze potential new products/media to enhance the marketing/communications for BTD.
- Provide assistance to the Chief Executive Officer regarding communications with the Board of Directors and other duties as requested.
- Develop and implement marketing activities that will increase ridership.
- Maintain professional customer/employee/supervisor relations.
- Be familiar and up to date with all services provided by BTD and our affiliates.

- Be familiar and up to date with BTD's program policies and procedures.
- Maintain the standards of BTD, including but not limited to the Drug & Alcohol, ADA, EEO, Title VI and safety policies and procedures.
- Must possess and maintain a valid Texas driver's license throughout employment.
- Maintain confidentiality of information.
- All other duties as assigned.

General

- Maintain confidentiality of information and Professional Customer/Employee/Supervisor relations.
- Maintain the standards of BTD, including but not limited to the Drug & Alcohol, ADA, EEO, Title VI, Code of Conduct and safety policies and procedures.
- Ability to operate in a constant state of alertness and in a safe manner.
- Additional duties as assigned.
- May be assigned to work and perform duties outside the scope of the normal work schedule to fit the needs of BTD, including holidays and weekends.

EMERGENCY RESPONSE/RECOVERY ACTIVITIES - All employees will be required to work before, during, or after an Emergency. During an Emergency, employees may temporarily be assigned to work and perform duties outside the normal scope of their position, location and work schedule to fit the needs of the County and its citizens.

Education and Experience

Must have a bachelor's degree in Marketing or other relevant field.

- 1-3 years in marketing/business experience.
- One year computer experience required and must be able to type 40 words per minute.
- Must be familiar with Adobe Creative Suite
- Hands-on experience with web content management tools, like WordPress
- Strong verbal and written communication skills

Aptitudes Required This job requires the following levels of aptitudes:

Reasoning Development - must be able to apply with common sense understanding to carry out instructions furnished in written or oral diagrammatic form. Deal with problems involving several concrete variables in or from standardized situations.

Language - must be at a level that would normally read at a rate of 120 to 215 words per minute. Must be able to write compound and complex sentences using adjectives. Must be able to speak clearly and distinctly with appropriate pauses and emphasis. Bilingual preferred.

Math Development - must be able to add, subtract, multiply and divide.

Supervision Received

Supervision provided when necessary.

Work Environment

Works in normal office environment. Occasional need for exposure to fumes, chemicals, solvents, etc. Rare need to work outdoors, in confined spaces, or exposed to extreme temperatures.

Physical Requirements

- Have frequent need (33% - 66% of time) for grasping, gripping, finger dexterity, typing, writing, bending, stooping, squatting, and for climbing stairs.
- Have occasional need (1% - 33% of time) for standing, walking, pushing, pulling, and for reaching above shoulders.

- Have rare need (less than 1% of time) for lying down or for climbing ladders.

Lifting/Carrying

- Have occasional need (1%-33% of time) to lift/carry under 10 pounds, and to lift/carry 10-25 pounds.
- Have rare need (less than 1% of time) to lift/carry 26-150 pounds.

Vision

Have constant need (100% of time) to be able to see detail, and to see beyond arm's length.

Hearing

Have constant need (100% of time) to be able to hear other personnel to communicate effectively, and to detect vehicle horns, emergency vehicle sirens, and train signals.

Other

Ability to hear and speak with other personnel to communicate effectively.

Optimum Qualifications

The successful candidate must meet the aptitude requirements listed in this description. Candidate must be able to read and write English. The employee must work well with other employees and take directions from their immediate supervisor. The employee must be able to work a in a fast-paced environment and must have the ability to exercise good judgment and stay calm in emergency situations.

I have read, understand and agree to perform the duties as outlined in this job description.

Employee's signature

Date

Supervisor's signature

Date



Brazos Transit District

Applicant Acknowledgement

I _____ acknowledge that I have received a copy of the job description for the Marketing Director for Brazos Transit District. I further acknowledge that I have read the job description and have been given the opportunity to ask any questions I may have regarding the duties, both physical as well as mental for this job. Based on the information provided me on the job description, I hereby attest to the following:

Yes _____

I can meet the minimum physical and mental requirements of the job as outlined on the job description.

No _____

Other (Please explain):

Applicant Signature

Date



Brazos Transit District

Employee Acknowledgement

I _____ acknowledge that I have received a copy of the job description for the Marketing Director for Brazos Transit District. I further acknowledge that I have read the job description and have been given the opportunity to ask any questions I may have regarding the duties, both physical as well as mental for this job. Based on the information provided me on the job description, I hereby attest to the following:

Yes _____

I can meet the minimum physical and mental requirements of the job as outlined on the job description.

No _____

Other (Please explain):

Employee Signature

Date