



Montachusett Regional Transit Authority Job Description

Position Title: Marketing Coordinator

Department: Administration

Reports to: Assistant Administrator

Revised Date: 5/20/22

Employment Status: Full-time 37.5 hours per week, at minimum

Comp Grade: 9

Work Hours: 8:30 AM to 4:30 PM with flexibility due to evening and night meetings

FLSA: Exempt

Supervisory Responsibilities: N/A

Position Summary:

The Marketing Coordinator will be the key creator, designer, and facilitator of MART's efforts to build our brand and support organizational visibility both externally and internally. This position is responsible for designing and creating the resources used to promote our ride services and support our public outreach. This is a very important role for the success of MART as it represents how we establish our image with our 24 communities we are privileged to serve. Growing our ride services is crucial for allowing us to realize our mission statement "to serve people by getting them where they need to go to lead their lives." The Marketing Coordinator role will be a major contributor to increasing our ability to make a difference in this world by allowing us to help people to have the transportation access to participate in life.

Essential Functions/Position Responsibilities:

- Works with MART Transit Team to design and provide input on all our marketing resources to reach our various ridership audiences.
- Regularly updates and enhances our social media sites and mrta.us website.
- Is a main liaison with our outside marketing firm to create cutting edge advertising and marketing strategies and public relations efforts to increase our ridership and shape favorable visibility in the 24 municipalities we serve.
- Researches and implements the most effective advertising mediums for our services. These would include, but not be limited to radio, social media, print, and signage across our properties, vehicles, and other public locations.
- Plans and coordinates special promotional events and activities related to public transportation and ways to do sponsorships.
- Identifies unmet transportation needs through community outreach activities and participates in listening sessions with our 24 MART communities.
- Supports Assistant Administrator and Mobility Manager in designing targeted marketing strategies to increase ridership with specific groups such as in workforce development, Councils on Aging, evening ride service, fixed-route buses, paratransit, and our community residents.

- Evaluates and updates marketing collateral including brochures, and online communications and advocates to create cutting edge resources to best meet our customers’ needs.
- Supports our mission statement by crafting ways to build our employees sense of purpose and calling in the important work we do in giving rides to people who need public transportation.

When duties and responsibilities change, the employee may be asked to perform other duties as required and as business needs dictate. Employees are required to identify any changes in their job duties since the descriptions were last reviewed. Additionally, MART may ask that employees conduct a review of their position as part of the performance-evaluation process.

Qualifications:

- Bachelor’s Degree or equivalent to a four-year program and 2+ years of relevant prior experience and/or training; or equivalent combination of education and experience that results in the demonstrated competency to perform the work.
- Proficient in the use of computer programs such as Microsoft Outlook, Word, Excel, Publisher and PowerPoint.
- Valid Unrestricted Driver’s License.

Skills:

- Effective oral, written and listening skills.
- Proficient in English with the ability to effectively communicate with diverse individuals.
- Must demonstrate strong personal interaction capabilities with others.
- Has project management skills to deliver workflow and meet deadlines.
- Must be self-sufficient, organized, proactive, and a self-starter
- Has excellent presentation skills and be able to convey given content to audiences.
- Ability to multitask and alter focus as priorities change.
- Experience with compiling data and producing reports.
- Understands how to prioritize workflows on a first things first basis.
- Ability to work well as part of a team
- Attention to detail and has a high standard of excellence in all he/she does.
- Wants to be coached to continuously become better at his/her role.

Working Environment and Physical Demands

Works primarily in a typical, climate-controlled office environment. But also may attend external off-site meetings and/or workshops, as well as community outreach events some of which may be outside.

PHYSICAL REQUIREMENTS	RARELY (15%)	OCCASIONAL (15%-40%)	FREQUENT (40% - 70%)	CONTINUOUS (OVER 70%)
Ability to work closely with diverse group of people			X	
Regular, predictable attendance				X
Ability to sit for extended period				X
Use of hands and fingers to operate telephone and computer				X

Moderate noise		X		
Hearing				X
Dusty Environment	X			
Exposure to Fumes/Odors	X			
Exposure to Heat/Cold Temps	X			
Climbing Stairs		X		
Walking	X			
Stress		X		
Standing		X		
Stooping		X		
Bending		X		
Climbing Ladder	X			
Twisting Neck		X		
Reaching/Pulling/Pushing		X		
Lifting 10 lbs. or less		X		
Lifting 40 to 50 lbs.	X			
Driving		X		
Specific Vision Abilities- close vision due to computer work				X
Color Vision – Ability to identify and distinguish colors				X
COGNITIVE REQUIREMENTS	RARELY (15%)	OCCASIONAL (15%-40%)	FREQUENT (40% - 70%)	CONTINUOUS (OVER 70%)
Communication Oral			X	
Communication Written				X
Interpreting Skills			X	
Implementing				X
Evaluating			X	
Organizing				X
Consulting			X	
Analyzing				X

Presenting			X	
Supervising		X		
Ability to Deal with Stressful situations		X		
Ability to deal with Public Contact				X
Decision making			X	
Work with Others			X	
Work Alone			X	
Concentration				X
Comprehend and follow instructions				X
Relate to Others				X
Influence Others				X
Perform complex or varied tasks				X

Special Comments:

Coordinator Signature: _____ **Date** _____

Human Resources Signature: _____ **Date:** _____

Printed Employee Name: _____

Employee Signature: _____ **Date:** _____