Job Description

**Position title: Marketing / Business Coordinator**

**Reports to: Executive Director/CEO**

**Revision date: July 2021**

**Nature of Work:**

* Creates, prepares, coordinates and evaluates marketing and community outreach efforts. Conducts public appearances for various user groups, human service agencies, governmental entities and the general public to educate, inform and promote company services.
* Creates, develops, monitors and administers social media platforms, the RBT website, press releases, brochures, ad campaigns and similar outreach methods.
* Identifies and pursues new revenue generating transportation services and contracting opportunities.

**Principal Duties:**

* Focuses time and efforts on establishing effective relationships and rapport with county social services staff, health and human services staff, elected officials, user groups, and the general public to identify transportation needs and desired service levels. Identifies the most effective means to promote awareness of county transportation services.
* Generate periodic reports on social media and website activity and responses. Generates periodic reports on advertising, marketing and outreach efforts.
* Ensures established social media, RBT website and other outreach platforms are updated regularly.
* Monitors and responds to social media inquiries, comments and complaints.
* Recommends updates/changes to print material content i.e. brochures, flyers, ads etc.
* Actively participate in local and regional business, employment, and human service related committees through established organizations and agencies. Make presentations and act as an RBT spokesperson as directed.
* Provide technical assistance in developing an annual marketing plan and budget.
* Prepare media releases, coordinate news articles and photography with local media outlets. Research and evaluate potential marketing/advertising vendors.
* Identify cost-effective promotional items and recommend distribution methods.
* Seek new service opportunities and conduct off-site sales presentations as appropriate.
* Conduct periodic satisfaction surveys and evaluate responses.
* Search for appropriate single grant opportunities or co-op opportunities with other agencies. Develop and implement grant search methodology and networking associations. Assist with grant applications.
* Coordinate all off-site PR activities and functions and evaluate effectiveness of participation.
* Generate recommendations and evaluations of media purchases and evaluate promotional event cost-effectiveness.
* Duties may require occasional out of state travel and participation in weekend and other special events.
* Performs other related duties as assigned or as the situation dictates.

**Minimum Requirements:**

* Bachelors degree in marketing, advertising, public administration or related field, or, four years of direct public marketing, advertising or public administration experience, preferably in a transit related field.
* Valid driver’s license or CDL license with passenger endorsement.
* Working knowledge of computers and general software applications.
* Capability to administer/modify website and social media displays and content.
* Excellent written and oral skills. Strong inter-personaland leadership qualities.

**Desired Qualities:**

* Broad knowledge of public transit and the River Bend Transit service area.
* Proficient with Microsoft Publisher and photo editing software.
* Advertising and promotional materials purchasing experience.