

Marketing / Mobility Manager

Job Summary:

The primary role of the Marketing/Mobility Manager is to both enhance and promote regional mobility in the CTA service area. This position will be responsible for mobility management which, under the Federal Transit Administration (FTA) definition, 'consists of short-range planning, management activities and projects expanding the availability of services'. The incumbent is responsible for the coordination of existing transportation services within the region; developing new regional transportation services; and promoting available transportation resources to the region's residents, businesses and organizations. In addition, this employee shall display a positive and cooperative attitude in working with all other staff, providers, and the community.

Duties of this position includes:

- Responsible for the overall coordination of human service and general public transportation services in the service area.
- Responsible for the development and administration of new programs to support coordinated transportation.
- Maintain and oversee social media platform.
- Respond to questions and inquiries from the community in a timely fashion.
- Establish all office procedures, policies, and routines to support the delivery of coordinated transportation services.
- Institute and maintain a performance monitoring system sufficient to provide the statistics necessary to make quarterly assessments of all services provided.
- Attend local interest group meetings to explain CTA services program.
- Develop and implement marketing programs designed to increase a positive consumer awareness of transportation services and increase ridership.
- Conduct periodic inspections of on-street operations to assure quality of service provided.
- Oversee annual customer satisfaction survey and provide a report to the Board.
- Any other duty or responsibility necessary to develop and maintain effective service operation, good public relations and awareness, including assisting other staff in the performance of their duties.

Education:

Four-year college degree in business, public administration, social work, non-profit management, communication, marketing, or related field.

Experience:

Must be able to type 60 words per minute.

Have strong organizational skills, good oral and written communications skills, must have a friendly and helpful attitude and pleasant phone voice.

Knowledge of general office equipment, Microsoft Office Suite and familiar with Adobe Creative Suite.

Must pass the FTA Drug and Alcohol screening test and abide by all drug free work place policies.

Must pass a pre-employment physical (vision included) prior to start date.

Must not have been convicted of any felony involving weapons, narcotics, theft, bodily injury, threatened injury or fatality.

CTA is an equal opportunity employer. All applicants will be considered for employment without attention to race, color, religion, sex, sexual orientation, gender identity, national origin, veteran or disability status.

Apply in person from November 6, 2019 until November 20, 2019

**333 Debuys Road
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