

Marketing / Mobility Coordinator

Salary:

\$35,000 - \$45,000 a year, based on experience. Includes an excellent benefit package.

Job Summary:

- The primary role of the Marketing / Mobility Coordinator is to both enhance and promote regional mobility in the effort to increase ridership in the CTA service area. Develop, plan, and implement marketing and communications plans to maximize CTA services and programs. Organize the development and production of marketing materials including print, broadcast, social media, e-newsletters, flyers, and other resources. In addition, this employee shall display a positive and cooperative attitude in working with all staff, providers, and the community. As well as, promote the CTA Public Transit Mission by providing safe, courteous, equitable, reliable and energy-efficient transportation services.
- 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.

Duties of this position includes:

- Develop and implement marketing programs designed to increase a positive consumer awareness of transportation services and increase ridership.
- Independently identifies, plans and provides marketing and communications support for CTA.
- Conduct periodic inspections of on-street operations to assure quality of service provided.
- Attend local interest group meetings to explain CTA services program.
- Develops, designs, prepares and recommends various print, electronic publications and communications including press releases, newsletters, print/radio/television/ads, flyers, brochures and other promotional material. *(Short video production a plus)*
- Maintain and oversee social media platform.
- Respond to questions and inquiries from the community in a timely fashion.
- Institute and maintain a sufficient performance monitoring system that will provide the statistics necessary to make quarterly assessments of all services provided.
- Oversee customer satisfaction surveys and provide a monthly, quarterly and annual report.
- 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.
- Responsible for the overall coordination of human service and general public transportation services in the service area.

Education:

Four-year college degree, or 5+ years related experience, in marketing, business, public administration, social work, non-profit management, communication or related field.

Experience:

Have strong organizational skills, good oral and written communications skills, a friendly and helpful attitude and comfortable making presentations in the public forum.

Proficient in use of general office equipment, Microsoft Office Suite and familiar with Adobe Creative Suite (InDesign, Photoshop, Illustrator)

Ability to type and enter data with speed and accuracy.

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 or online from April 22, until Noon, May 5, 2021.

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