



MARKETING, COMMUNICATIONS & OUTREACH MANAGER

About the Position

The Marketing, Communications & Outreach Manager plans, manages and executes marketing, advertising, communications, public involvement and community relations and outreach efforts to increase usage of Agency services and raise awareness of the value of Intercity Transit. Other responsibilities include serving as the Agency's primary spokesperson to the news media, directing Agency market research; overseeing customer information efforts and Agency publications; and directing Agency programs with employers, schools and community partners. The Manager performs the most complex and professional marketing, communications, and outreach activities and is responsible for the development and maintenance of a strong public image for the Agency. The position reports to the Development Director and supervises professional staff.

Qualifications

Intercity Transit seeks an experienced professional who is deeply committed to the success of the Agency, is a strategic big-picture thinker and can translate broad concepts into plans and action. The ideal candidate will have a passion for public transportation and serving the community.

The preferred candidate will have experience and demonstrated success in the following areas:

- Collaborative working style, including a spirit of partnership.
- Customer-centric delivery model.
- Strong technical marketing skills.
- Ability to create and maintain excellent relationships internally and externally.
- Ability to coach and mentor staff.
- Creative problem solver, bringing fresh ideas and a progressive approach.

Further qualifications include: Bachelor's Degree in Business Administration, Marketing, Communications, or related field, and five years experience in marketing and public relations; equivalent combination of education and experience may be considered. Must have or be able to obtain a WA State driver's license.

Responsibilities

- Develop and manage the marketing and communications program, to include service promotions to increase awareness and ridership, education and outreach, publications and reports, public involvement processes, multi-year communications plan and strategies, advertising and media placement program, as well as website and social media.
- Serve as chief media spokesperson and public information officer for the Agency. This includes: directing media releases and public information communications, maintaining relationships with various media contacts, providing emergency communications and functioning as part of the Agency's Incident Response Team.
- Manage the Agency's community relations. Be present and create partnerships with a wide variety of public, private and non-profit organizations to further our mission.
- Strengthen the Agency's image.

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Responsibilities cont.

- Direct the Agency's market research activities.
- Participate in or chair a variety of meetings and committees, and deliver oral presentations at meetings, conferences and events.
- Supervise staff work assignments, adherence to policies and procedures, and employment-related disciplinary decisions. Mentor and develop staff.
- Manage professional services contracts effectively.
- Develop and present annual division budget. Monitor and approve expenditures.
- Have an understanding of our services and how public transportation interacts and impacts individuals and communities.

Compensation

The annual salary range for this position is \$77,667 to \$104,853. Intercity Transit offers a competitive benefit package including health, vision, and dental insurance, as well as generous vacation and sick leave. The Agency participates in the State of Washington Public Employees Retirement System, as well as contributes to employee's choice of deferred compensation plans. Other benefits available include life insurance, disability plans, tuition reimbursement, wellness program, and alternative commute benefits.

About Intercity Transit

Intercity Transit is a municipal corporation that provides public transportation for people who live and work in the urban growth boundaries of Olympia, Lacey, Tumwater and Yelm. The area consists of approximately 97 square miles and 170,000 people. We operate fixed route buses, paratransit, vanpool, specialized van programs, youth education, travel training, bus buddies and are very active in community partnerships.

Mission and Vision

Intercity Transit's mission is to provide and promote public transportation choices that support an accessible, sustainable, livable, healthy, prosperous community.

Our vision is to be a leading transit system in the country, recognized for our well-trained, highly motivated, customer-focused, community-minded employees committed to enhancing the quality of life for all citizens of Thurston County.

To Apply

Please visit www.intercitytransit.com to complete our online application. You will need your resume and a letter of interest, and you will be responding to supplemental short-essay questions.

Open until filled,
(first consideration given to completed applications received by **March 10, 2017, 4:00pm**)

For full job description and more information about Intercity Transit, please visit www.intercitytransit.com.

If you have further questions regarding this opportunity, please contact:
Eric Phillips, Development Director, at 360-705-5885 or ephillips@intercitytransit.com

Intercity Transit is an equal employment opportunity employer and strives to provide a culturally diverse workforce. We also take pride in being a drug free workplace. Note that Intercity Transit is subject to requirements of the Federal Drug-Free Workplace Act and CFR Part 40 & Part 655, which prohibits the use of marijuana at any time while employed by Intercity Transit.