



Position Title: Public Transit Marketing & Outreach Specialist
Classification: Non-Exempt
Location: Operations – 8800 Corridor Road, Annapolis-Junction, Maryland
Reports To: Planning & Special Projects Manager
Salary Range: \$50,000 - \$57,000
Date Updated: August 27, 2021

ABOUT US

The Regional Transportation Agency (RTA) manages and operates public transportation in Anne Arundel County, Howard County, northern Prince George's County, and the City of Laurel. RTA employs 170 administrative and operational staff out of our Annapolis-Junction location. RTA operates 15 fixed-routes and paratransit service throughout the service area.

JOB DESCRIPTION

The RTA is seeking a **Marketing & Outreach Specialist** to plan, manage, and execute all communications to the public, all community outreach efforts, and to provide RTA information to the local agencies, employers, schools, and community partners.

KEY RESPONSIBILITIES, INCLUDING, BUT NOT LIMITED TO:

- Demonstrates behaviors that are consistent with standards for professional and ethical conduct.
- Assist in the creation of all on-vehicle information, rider materials, and other customer communications as needed. Monitors and ensures that accurate information/materials and up-to-date are on vehicles and at bus stops.
- Assist in developing and implementing social networking strategies and content.
- Update and monitor all RTA social media accounts and website.
- Assist in updating bus schedules and maps.
- Assist in designing and producing print advertisements, bus boards, vehicle graphics, posters, direct mail advertisements, banners, and signage.
- Coordinates with local jurisdictions, partner agencies, media and advertising outlets, consultants, community vendors. Represents the RTA at community events.
- Prepares, coordinates and implements specific promotions and campaigns to raise awareness and use of transit and other RTA services. Supports public involvement activities.
- Drafts press releases and assists with publications and public communications.
- Coordinates photo and video shoots and maintains photo and video library.
- Assists with special projects as needed.
- Regularly conducts workshops and presentations for various community groups.
- Assists with transit ridership/usage research (surveys, focus groups, polls, etc.).
- Promote and market transit mobility services, fare products, and mobile applications to community organizations and the public.

Regional Transportation Agency (RTA) of Central Maryland

MINIMUM QUALIFICATIONS

- An associate's degree in business administration, marketing, communications, graphics, or related field, *and* three years of professional experience in marketing and communications; or an equivalent combination of education and experience sufficient to successfully perform the essential duties of the job such as those listed above.
- A valid driver's license.
- Ability to present information verbally and in written form publicly, professionally, and clearly to the general public, elected officials, supervisors, and other RTA employees.
- Proficient in Adobe Creative products such as Illustrator and Photoshop.
- Proficient in Microsoft Office Productivity Suite (Office and Excel).
- Experience with WordPress or other website design software.
- Ability to use independent judgment in routine and non-routine situations.

You will exceed our expectations if you possess:

- Previous experience as a Marketing & Outreach Specialist in a public transit organization.
- A bachelor's degree in business administration, marketing, communications, graphics, or related field.
- Fluency in Spanish or French, complete with the ability to translate correspondence.

Physical Requirements & Working Conditions:

Incumbent must be able to move about the office and between floors; utilize standard office equipment; access filing system/cabinets; and communicate effectively and efficiently in person or by telephone. Must be able to drive an RTA vehicle. Must be able to work in various weather conditions for public events. Must be comfortable speaking and interacting with diverse groups of people.

Right to Revise:

This job description is not meant to be all-inclusive, and the company reserves the right to revise this job description as necessary without advance notice.

The duties and expectations herein are intended to describe the general nature and level of work being performed by employees. They are not to be construed, as an exhaustive list of responsibilities, duties, and skills required. Furthermore, they do not establish a contract for employment and are subject to change at the discretion of the employer without notice.

We provide equal employment opportunities to all employees and applicants for employment and prohibit discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws. This policy applies to all terms and conditions of employment.

Regional Transportation Agency (RTA) of Central Maryland
