

Job Title: Customer Communications Specialist

Department: Customer Service

Reports to: General Manager and Vice President of Marketing and Communications

Status: Full-time, Exempt

Summary

The Customer Communications Specialist is responsible for effective and consistent communication to passengers through a variety of methods. This position will respond to customer inquiries via DCTA social media channels, communicate with the general public regarding concerns and requests, and assist operations management with customer inquiries and solutions. This position requires an individual with excellent customer service skills, experience with social media platforms, sound judgment, and professional ethics in a fast-paced, high-pressure service environment. This individual must be able to professionally communicate with a variety of people including passengers, staff, board members, public officials, agency directors, federal, and state officials.

Customer Service

- a) Investigates and resolves customer complaints and inquiries (of all types/for all services) via DCTA's customer service platform (GOREquest) and through escalated phone calls from the call center.
- b) Monitor the info@dcta.net inbox for questions and/or complaints and transfer the information into the GOREquest system.
- c) Receive, research and respond to operational GOREquest inquiries.
- d) Monitor quality and accuracy of Rider Alerts (for bus service)
- e) Assist with the installation/distribution of passenger information and signage
- f) Respond to customer needs in a timely and professional manner
- g) Manage customer complaints regarding general customer service and staff and forward to the appropriate supervisor as required.
- h) Craft customer-friendly templated answers for frequently asked questions/complaints
- i) Other customer service duties as assigned

Social Media

- a) Monitor DCTA Facebook and Twitter accounts Monday through Friday, from 8 a.m. to 5 p.m. and appropriately respond to customer questions/inquiries/complaints.
- b) Investigates and resolves customer complaints and inquiries (of all types/for all services) via DCTA's Facebook and Twitter accounts.
- c) Represent DCTA's brand voice on all social media channels
- d) Update DCTA social media customer care documents as appropriate
- e) Respond to customer comments on identified Yelp! and Trip Advisor pages
- f) Monitor agency- and customer-driven content on DCTA Wikipedia page
- g) Other social media duties as assigned

Reporting

- a) Provide weekly, customized social media reporting
- b) Assist with routine GOREquest reporting and follow up
- c) Manage and maintain passenger information inventory and usage
- d) Provide bi-monthly status reports
- e) Provides periodic reports to staff, the General Manager and DCTA staff.

- f) Assist with customer service surveys and data collection
- g) Other reporting duties as assigned

Qualifications

- a) Must be at least 21 years of age.
- b) Requires a Bachelor's Degree in Transportation, Transportation Planning, Public Administration or Business Administration, marketing, communications; and knowledge of public transportation operations.
- c) Must have at least three (3) years of professional work experience related to the duties of this position
- d) Must have at least one (1) year of professional work experience related to customer service, customer care or one-on-one interaction with customers.
- e) Understanding of administration, communications, operations, and management and paratransit services.
- f) Thorough knowledge of the provisions and requirements of the Americans with Disabilities Act (ADA) as it relates to the delivery of public transportation including paratransit services.
- g) Knowledge of transit and paratransit operations and relevant federal, state and local laws and regulations.
- h) Knowledge of disabilities and the sensitivity to work with persons having diverse background and disabilities.
- i) Ability to communicate clearly and concisely, orally and in writing including the ability to deal effectively with all levels of employees and community group members including the disabled.
- j) Excellent organizational skills and attention to detail
- k) Experience with social media platforms, specifically Facebook and Twitter.
- l) Ability to effectively manage the workload including planning, organizing, prioritizing, and time management in a changing environment.
- m) Ability to use independent, professional judgment and problem solving skills to make reasonable decisions and recommendations.
- n) Ability to observe, research, and analyze various types of data, information and trends in a timely manner to resolve complex challenges and issues.
- o) Demonstrated ability to work effectively in a diverse workforce.
- p) Ability to work independently and as part of a team
- q) Bright, friendly and positive personality
- r) PC proficiency in word processing, spreadsheets, database as well as proficiency in the use of internet and email.

Equipment and Job Location

- a) The employee will operate a personal computer, calculator, copier, fax machine, multi-line telephone system and other modern office equipment.
- b) This position is located in the Downtown Denton Transit Center. All DCTA and TMDC buildings and vehicles are smoke-free.

Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable Individuals with disabilities to perform the essential functions. While performing the duties of this job, the employee:

- a) Frequently required to stand, walk, talk and hear.
- b) Frequently required to sit at desk for long periods of time, use hands and fingers, and tools with controls.
- c) Occasionally required to reach with hands and arms, climb or balance, and stoop, kneel, crouch or crawl.



- d) Must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus.

Work Environment

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- a) The noise level is usually moderate.
- b) Work is indoors in a normal office environment.
- c) Office is located within a public transit center.
- d) This position will be responsible for remaining self-motivated and on task, as the direct managers of this position are located in other buildings.

Signature

Date