



JOB TITLE: Director of Marketing & Communications
DEPARTMENT: Marketing & Communications
REPORT TO: Senior Director of Engagement and Administration
LOCATION: Lewisville, Texas
SALARY GRADE: Level 107 DOQ \$94,901.00 annually

LAST REVISION DATE: 09/2022
EEO: Professional
FLSA: Exempt, Full-time

STAFF: Communications Specialist, Community Relations Manager **2nd Tier:** Marketing Specialist, Community Relations Coordinator

PURPOSE OF JOB:

To direct, plan, coordinate and implement the activities of the Marketing and Communications Department; and provide agency-wide consultation and technical direction in areas such as marketing, communications, and public affairs and information. The incumbent is responsible for development, implementation and oversight of the agency's strategic marketing and public participation plans, media communication, emergency management communications, incremental sales programs, print collateral, special events and public meeting coordination, and the agency's website and social media. This position performs under the direct supervision of the Senior Director of Engagement and Administration.

ESSENTIAL FUNCTIONS

- Direct the development and implementation of agency-wide marketing and public information programs designed to communicate DCTA services, expand ridership, and create and maintain a favorable understanding of public transportation, and community-wide awareness of transit issues.
- Lead Public Involvement and Communications initiatives required to maintain compliance with local, state, and federal requirements and regulations.
- Serve as the chief media spokesperson and public information officer for the Agency, including directing media release and public information communications, responding to, or initiating media interest in the Agency, maintaining relationships with various media contacts, and providing emergency communications.
- Oversee overall brand messaging and communication channels, including website, email, social media, and advertising.
- Develop, prepare, and administer the budget of the Marketing and Communications Department.
- Direct the Agency's market research activities, including customer satisfaction surveys, market segmentation and other surveys and metrics.
- Create, track, maintain, and provide regular reporting to the Board of Directors and Executive Team on marketing activities and metrics.
- Coordinate and manage departmental procurements as needed.
- Supervise staff, including prioritizing and assigning work; supporting professional development of staff, conducting performance evaluations; ensuring employees follow policies and procedures; and, making hiring, termination, and disciplinary decisions and recommendations
- Perform other duties or projects of similar nature and level as assigned

REQUIREMENTS TO PERFORM WORK

Knowledge of:

- Principles and practices of creative writing, journalistic writing and editing written materials.
- Strategic communications and marketing concepts, principles, methodology and techniques.
- Opinion research methodologies.
- Current and emerging communications and marketing issues and trends, applicable to the public transportation industry.
- Organizational and management practices as applied to the analysis and evaluation of programs, policies and operational needs.
- Supervision, training, employee and organizational development, leadership, team building, motivation and conflict resolution.
- Knowledge of general business and accounting principles and practices for Department budgets.
- Microsoft Office suite, including Word, Excel, Outlook

- Emerging social media technologies and platform capabilities.
- Strategic communications and social media concepts, principles, methodology and techniques.
- Principles and practices of routine analytical research.
- English usage (AP Style), spelling, grammar, and punctuation.

Ability to:

- Communicate clearly, concisely and effectively, both orally and in writing, with all internal and external stakeholders, including the general public;
- Understand, interpret, and apply laws, rules, policies, procedures, budgets, contracts, and labor/management agreements
- Plan and direct the work of managerial and professional staff;
- Effectively train, develop, and evaluate staff;
- Understand and follow oral and written instructions with minimal supervision;
- Develop and deliver superior oral presentations and written materials for a variety of audiences and multiple venues;
- Collect, compile and analyze technical information in order to prepare reports for the public, board and media;
- Foster a cooperative environment and to work in a collegial fashion with peers in other organizations;
- Direct, manage, and evaluate programs and events in order to improve the effectiveness;
- Utilize color printing, desktop publishing and other computer-based software and/or applications related to marketing efforts;
- Establish and maintain effective working relationships with those contacted in the course of work including DCTA and other government officials, municipal and regional agencies, community groups, the general public, vendors and media representatives;
- Apply collaborative work strategies and gain the cooperation of employees at all levels of the organization;
- Represent DCTA to external organizations and public professionally;
- Perform and maintain a wide range of complex work assignments.

The ideal candidate will:

- Possess a positive attitude, and practice good judgement, while being open to receiving/providing feedback
- Hold the ability to get along with others, individually and in a large group. Has the desire to care for the organization's well-being and for the co-workers he/she interacts with. Interested in partaking in group development and team building activities
- Be open to collaborate and work in a team-oriented and helping environment
- Possess an influential and welcoming communication style
- Foster a culture that values critical thinking and problem solving; and encourages constructive feedback, engagement, inclusion, and diversity at all levels

EDUCATION AND EXPERIENCE (Any equivalent combination of education and experience)

Bachelor's Degree from an accredited college or university with major course work in marketing, journalism, communications or other related discipline. A minimum of five (5) to seven (7) years of increasingly responsible work in marketing, communications, public relations, journalism, and/or social media, with a minimum of one (1) year of supervisory experience required. Public transportation or government entity experience is desirable.

Special Requirements: *Hold a current valid Texas Driver's Licenses or have the ability to obtain one upon entry into the position.*

PHYSICAL ACTIVITIES: Physical activity includes, but is not limited to: on a continuous basis, sit at a desk for long periods of time; intermittently twist and reach office equipment; write or use keyboard to communicate through written means; occasionally run errands; lift moderate weight; reaching above the waist, reaching below the waist, and reaching waist to shoulder to reach inventory on shelves; repetitive motion and fingering when using computer keyboard; talking and hearing when dealing with customers; and observation of transit projects and operations during fieldwork.

This position requires regular strenuous activity, including but not limited to:

- Packing and unpacking a vehicle

- Moving boxes of varying weights
- Event set up and teardown including the movement of tents, tables, chairs, signage, boxes, etc.
- Routine trips to a storage unit
- Routine organization/labeling of storage unit items

Additional perks and benefits that accompany full-time employment with DCTA:

- Flexible office hours are permitted, given a regular 8-hour workday that brackets the agency's core hours from 9:00am – 4:00pm (i.e. 7:30 am to 4:30pm, or 9:00am to 6:00pm). These flex hours are coordinated with your supervisor.
- One 8-hour paid day off for your birthday.
- Employee portions of Medical and Dental benefits are 100% paid by the employer.
- If you have utilized a Proportionate Retirement Program in the past, the service time transfers to DCTA's retirement system, TCDRS. The following systems apply:
 - Texas Municipal Retirement System (TMRS)
 - Employees Retirement System (ERS)
 - Judicial Retirement System of Texas (JRS)
 - Teacher Retirement System of Texas (TRS)
 - City of Austin Employees Retirement System (COAERS)
- Expanding time-off accruals: 12 days of vacation time accrued for the first year, increasing by one day each year, with a max of 17 days annually. Additionally, employees earn 12 days of sick time each year, 1 personal day, 2 floating holidays, 1 birthday, 8 fixed holidays, and the ability to earn two additional days off through the Wellness Program.
- Regional transit passes (bus and rail) for you and your immediate family.
- DCTA strives to continually improve our Servant Leadership culture. We pride ourselves in having an open, caring, and communicative community of employees, with the drive to help build each other up.
- Flexible dress code: business casual, allowing jeans every day (unless otherwise specified for external/special meetings, events, etc.).
- Extensive Wellness Program, including several opportunities to volunteer with the agency, sporadic lunch and learn events, chair massages, the potential to earn two extra days off each year, and continual efforts to improve wellness throughout the agency.