



JOB TITLE: Marketing Business Development Specialist
DEPARTMENT: Marketing & Communications
REPORT TO: Director Marketing & Communications
LOCATION: Lewisville, Texas
SALARY GRADE: Level 103
SALARY RANGE: Min: \$51,609 – Max: \$64,511 DOQ

LAST REVISION DATE: 02/2023
FLSA: Exempt, Full-Time
EEO: Professional

PURPOSE OF JOB

The Marketing Business Development Specialist will organize DCTA business activities within the Marketing & Communications function, including the development of an advertising revenue program and management of advertising revenue and advertising expenditure programs that will influence public opinion, brand awareness and services of DCTA. This includes management of sponsorship programs and discount pass programs, and actively marketing new customers in those areas. The incumbent will represent DCTA at community events and conduct research and reporting to support the strategic initiatives of the department. Responsible for additional duties as assigned.

The position will support various marketing and communications efforts including but not limited to campaign and content development, social media, crisis response, etc. The Marketing Business Development Specialist reports directly to the Director of Marketing & Communications.

ESSENTIAL FUNCTIONS

Marketing Business Development

- Develop an advertising revenue program, leveraging DCTA assets such as signage, collateral, buses, shuttles, and trains to create advertising billboards and spaces which generate ad revenue for the agency.
- Managing the efforts of third-party firms and partners which will execute the ad revenue program.
- Manage DCTA outbound advertising expenditures on planned campaigns, events, service changes, etc.
- Assist with the development and management of a business distribution database of community organizations.
- Assist Community Relations Manager with member cities, local chambers of commerce, convention and visitors' bureaus, and other community businesses to ensure DCTA representation on partner calendars, websites, newsletters, etc.
- Support agency campaigns with strategic community outreach, including distribution of campaign materials.

Discount Pass Programs

- Manage all DCTA discount pass programs, including but not limited to sales outreach, direct mailers, contracts, fare media creation and delivery, and invoices.
- Create and pursue community leads for potential clients of Employer Pass program, and drive participation in and sales of Employer Pass program.
- Assist with routine updates and the management of the Employer Pass program business database.
- Conduct appropriate research to support outreach efforts for all discount pass programs.
- Actively communicate the details of the agency's discount pass programs at events and community outings

Marketing & Communications Assistance

- Assist with departmental marketing and communications activities as assigned.
- Contribute content to social media, the DCTA website, newsletters and the DCTA Hop on Board blog.
- Participate in department-wide research, campaign development, execution, and reporting.
- Assist the Community Relations Manager with project support activities such as contract administration, procurement, reporting, community relations and administration support services.

Events

- Coordinate promotional items inventory, maintain storage unit and assist Community Relations Manager with annual budget and tracking.
- Prepare invitations, goody items, food delivery, and all other details for internal and external events.
- Oversee set-up, operations, and teardown of materials at events, review event budgets.
- Support event marketing efforts on site as a DCTA representative for all promotional booth activities

Knowledge of and experience with:

- Principles, methods and practices of business development, advertising, sales, marketing, communications, event coordination and public involvement
- Digital marketing and event coordination management
- Familiarity with basics of financial analytics and reporting, based on needs for advertising programs.
- Modern office methods, procedures, and computer equipment
- Microsoft Office suite including Word, Excel, PowerPoint, and Outlook
- English usage (AP Style), spelling, grammar, and punctuation
- Principles and practices of routine analytical research
- Other job specific software as required.
- Existing community contacts (non-profit or university-based) in the Dallas/Fort Worth area a plus

Ability to:

- Communicate clearly, concisely, and effectively, both orally and in writing, with all internal and external stakeholder, including the public
- Understand the organization and operation of the DCTA and of outside agencies as necessary.
- Understand and follow oral and written instructions.
- Prepare draft reports and general correspondence.
- Compile and maintain complex and extensive records, including planning documents, sales records and goals/objectives.
- Preserve confidentiality of sensitive material routinely encountered as part of work assignments.
- Establish and maintain effective working relationships with businesses, educational groups, public, etc.
- Work under pressure to meet deadlines.
- Work nights and weekends, as needed.

The ideal candidate will:

- Possess a positive attitude, and practices good judgment, while open to receiving/providing feedback.
- 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 collaborating 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

Associate or bachelor's degree from an accredited college or university, with major coursework in Marketing, Communications, Journalism, Public Administration or related field. Equivalent to three (3) years of increasingly responsible, professional work experience directly related to advertising or marketing campaign development/execution, and event marketing. Public transportation or public-sector experience preferred.

Special Requirements: Hold a current valid Texas Driver's License or can 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;

run errands; lift moderate weight; standing for long periods of time; 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.

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.

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.