



JOB TITLE: Community Relations Manager
DEPARTMENT: Marketing & Communications
REPORT TO: VP, Marketing & Communications
SALARY GRADE: Level 105; DOQ (\$68,297.00 - \$76,834.00)

LAST REVISION DATE: 05/2019
FLSA: Exempt, Full-Time
EEO: Professional

STAFF: Community Relations Coordinator and Community Relations Intern (Part-Time)

PURPOSE OF JOB

Develop, coordinate and implement strategic community outreach, event, sponsorship, and educational efforts to support the strategic initiatives of the department. Establish and sustain key community relationships. Oversee the agency's public involvement initiatives. Develop and implement customer service messaging. Develop, promote, and manage agency's discount pass programs. Assist in the planning and execution of departmental projects and initiatives. Manage budgets for assigned projects. Provide research, recommendations and reporting for assigned responsibilities. Manage two marketing intern positions and responsibilities.

ESSENTIAL FUNCTIONS

Community Outreach

- Serve as a local communications leader by representing DCTA at meetings throughout the region
- Initiate key partnerships throughout DCTA's service area to enhance brand awareness and community integration
- Develop and implement community relations plans with strong emphasis on local projects and initiatives that align with DCTA's goals and objectives
- Proactive engagement and collaboration with customers, partners and stakeholders
- Development and execution of community forums to gain community and stakeholder insight
- Increase brand awareness by attending regularly-scheduled community meetings
- Initiate, manage and execute sponsorship opportunities and all required details
- Coordinate special transit movements as related to sponsorships
- Accountable for supporting strategic marketing and communications efforts through community outreach initiatives
- Manage promotional inventory and storage
- Maintain and manage business and sponsorship databases
- Manage and execute collateral distribution
- Manage and coordinate all aspects of brand ambassador deployments

Event Marketing

- Initiate, manage and execute event sponsorships, including negotiations, contract management, preparation, on-site responsibilities (set-up, manage, tear-down)
- Assess and recommend event shuttle service as needed
- Manage employee relations events throughout the year
- Develop, manage and execute employee appreciation items
- Identify and manage community events to drive A-train ridership
- Manage raffle entries and prize process
- Manage overall event outcome and response
- Accountable for supporting strategic marketing and communications efforts through event marketing initiatives
- Accountable for performance targets, KPIs and goals established by the Marketing and Communications department

Community Education

- Engage with educational institutions throughout our service area to promote DCTA's Rail Ready and Operations Lifesaver programs
- Manage and execute requested field trips
- Field, assign and assist with the coordination of presentation requests
- Prepare presentations and related materials
- Speak to large groups as needed
- Develop, manage and update all community education content on DCTA's website
- Accountable for supporting strategic marketing and communications efforts through community education initiatives

- Manage and maintain DCTA's educational certifications
- Identify, manage and coordinate executive leadership speaking opportunities

Public Involvement

- Manage the agency's Public Involvement Plan and Limited English Proficiency Plan
- Manage planning and execution of bi-annual open house meetings; including specially-called meetings when needed
- Manage planning and execution of quarterly Citizen's Advisory Team meetings
- Identify, manage and coordinate community and stakeholder forums/focus groups
- Develop and execute annual agency survey and any additional survey needs of the agency
- Maintain and analyze survey data on behalf of the agency
- Accountable for supporting strategic marketing and communications efforts through public involvement initiatives
- Support Title VI requirements

Customer Service

- Interface with customer service representatives to keep them apprised of DCTA information
- Host monthly staff meetings with customer service staff
- Regularly collect feedback from customer service to continue to enhance DCTA's service offerings
- Assist with customer feedback, requests and open records requests
- Prepare training materials related to DCTA initiatives
- Analyze statistical data to improve customer service function
- Accountable for supporting strategic marketing and communications efforts through customer service initiatives
- Accountable for performance targets, KPIs and goals established by the Marketing and Communications department

Discount Pass Programs

- Manage all aspects of the Employer Pass Program, Group Discount Program and Non-Profit Discount Program, including all program marketing and communications efforts
- Develop, implement, monitor and optimize sales strategies for all discount programs
- Regularly engage and communicate with existing pass program participants, including developing strategic content for social media channels and DCTA website content
- Identify, manage and execute partnerships that support sales generation
- Manage discount program revenue collection process, including but not limited to monthly reporting, invoice requests, payment coordinate, etc.
- Maintain and manage discount pass program business database
- Manage overall program outcome and response
- Accountable for performance targets, KPIs and goals established by the Marketing and Communications department
- Accountable for data coordination with Finance Department

Administrative

- Manage required budgets and related procurement processes
- Manage and direct activities for two reporting positions
- Ability to compile, review, complete, and assess comprehensive reports
- Make presentations to the Board of Directors as necessary
- Assist with the launch of new services
- Additional duties as assigned

REQUIREMENTS TO PERFORM WORK

Knowledge of:

- Principles, methods and practices of marketing, communications, event coordination and public involvement
- Modern office methods, procedures, and computer equipment
- Microsoft Office suite including Word, Excel, PowerPoint, Outlook
- English usage (AP Style), spelling, grammar and punctuation
- Principles and practices of routine analytical research
- Adobe Creative Suite, including Illustrator, Photoshop and InDesign a plus
- Other job specific software as required

Ability to:

- Conduct self in an appropriate manner as a representative of DCTA working effectively in a diverse work environment
- Work independently in order to achieve objectives
- Manage a complex workload and to properly plan and prioritize
- Direct, manage and evaluate programs and events in order to improve the effectiveness of the agency
- Present ideas concisely and efficiently; orally and in writing
- Make high-level decisions without supervisory approval
- Work collaboratively with stakeholders to identify appropriate partnership
- Communicate with customers, employees, community members, and stakeholders accurately
- Effectively manage independent vendors to accomplish tasks and meet deadlines
- Understand and follow oral and written instructions
- Prepare written instructional documents and recap reports
- Understand, interpret and explain department policies and procedures
- Preserve confidentiality of sensitive material routinely encountered as part of work assignments
- Operate and use modern office equipment including personal computers
- Establish and maintain effective working relationships with businesses, educational groups, general public, etc.
- Work under time pressures to meet deadlines
- Set up, manage and coordinate event efforts; including tents, tables, boxes, etc.
- Work a flexible schedule, including after hours or on weekends, when necessary

Core Qualities:

- Ability to stay organized, efficient, and self-directed, while valuing time management and organization. Can manage a broader range of activities than assigned. Has a desire to own his/her job.
- Ability to be action-oriented. Not fearful of acting with a minimum of planning or supervision.
- Ability to use logic and methods to solve difficult problems and identify effective solutions. Is comfortable with analysis. Looks beyond the obvious and discovers answers before asking first-line questions.
- Ability to write clearly and succinctly in a variety of communication settings and styles. Is able to communicate effectively with the end result in mind.
- Ability to understand a new industry, company or product. Can learn new skills and gain new knowledge. Is able to interact with all Microsoft Office programs.
- Ability to get along with other individually and in a large group. Has the desire to care for the organization's well-being and for the executives he/she supports. Interested in partaking in group development and team building activities.
- Ability to be dedicated to meeting the expectations and requirements of internal and external customers. Immerses himself/herself in customer information and uses it to troubleshoot requests and to impact improvements in products and services. Acts with the customer in mind.
- Ability to work in a highly-driven team environment. The desire to assist others with the completion of projects and responsibilities with the end goal in mind at all times.

The ideal candidate will:

- Possess a positive attitude, and practices good judgement, while 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, outreach or other related discipline. A minimum of three (3) to five (5) years of increasingly responsible work in events, public outreach, customer service, and sales. Public transportation or government entity experience is desirable. Special Requirement: Hold a current valid Texas Driver's License 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 or in a car for long periods of time; intermittently twist and reach office equipment; write or use keyboard to communicate through written means; occasionally run errands; lift light 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.

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:

- Telecommuting options available, up to three days a month, after successful completion of your six-month probationary period and if suitable for your position.
- 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.
- 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.