TRANSIT AUTHORITY OF NORTHERN KENTUCKY

POSITION DESCRIPTION

May 2018

Position Title: Manager of Marketing
Dept./Division: Communications/Development
Reports to: Dir. of Communications/Development
FLSA Status: Exempt

JOB SUMMARY:
Implementation and management of TANK’s marketing program, with emphasis on promotions, advertising, community relations and customer service. Develops and implements promotions to increase use of TANK services, ridership and develops the overall marketing strategy. Management and oversight of customer service information center and staff.

EDUCATION/EXPERIENCE REQUIREMENTS:
- Bachelor’s degree in speech, marketing or journalism or any equivalent combination of education and experience.
- Minimum two (2) years of marketing experience.
- Minimum one (1) year of experience in supervisory or management role.
- Ability to develop work standards, SOPs (Standard Operating Procedures), preventative measures to minimize process failures, and implement effective countermeasures when failures do occur.
- Strong problem solving and conflict management skills.
- Strong initiative, ability to work independently and make well-informed decisions on a timely basis.
- Knowledge of management principles and practices, including optimum use of human and material resources.
- Ability to effectively interact and partner with staff, department heads, the public, and contract services providers.
- Ability to communicate clearly and concisely, both orally and in writing.
- Ability to work with computers and standard business/office software to include: internet, social media, Microsoft Office and Adobe suite.
- Knowledge of:
  o Public transit as a community and workforce asset.
  o Methods and techniques of marketing.
  o Principles and practices of advertising program development.
  o Methods and techniques of graphic and printing production.
  o Methods and techniques of effective written and verbal communication.
  o Marketing and advertising concepts and principles.

ESSENTIAL DUTIES & RESPONSIBILITIES:
- Works with agencies to develop and execute marketing strategies and plans.
- Manages programs to promote and increase TANK ridership.
- Evaluates and analyzes effectiveness of marketing programs and activities.
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- Organizes, plans and implements complex multi-faceted marketing events and programs to communicate with the community and TANK customers.
- Produces all marketing and communication pieces, including copy writing, editing/proofreading, and graphic development and messaging.
- Coordinates events and promotions in the community.
- Researches methods to increase effective communications internally and externally and assist with implementation.
- Recommends and assists with implementation of customer service improvements.
- Manages TANK website and content; develops website strategies and new enhancements; ensures that website performance is acceptable.
- Manages TANK social media, develops social media marketing campaigns and monitors users’ social media engagement.
- Produces all agency collateral materials.
- Internally communicates with employees through monthly employee newsletter, special projects and events.
- Primary manager of the TANK brand; works with management team to reflect a consistent brand and image.
- Participates in community organizations and events as TANK representative.
- Supervises the Information Center staff and Front Office/HR Support Specialist.
- Performs other duties as assigned.

PHYSICAL DEMANDS:
- Ability to drive
- Reaching by extending hands or arms in any direction.
- Finger dexterity required to manipulate objects with fingers such as using a computer keyboard.
- Correctable ability to see and hear within a normal range.
- Ability to move about the office to obtain files and other objects.
- Lift and carry objects up to 50 pounds.

LICENSES REQUIRED:
- None

SUPERVISORY RESPONSIBILITIES:
- Directly supervises Information Center Supervisor and Information Specialists.

INTERNAL & EXTERNAL CONTACTS:

<table>
<thead>
<tr>
<th>TYPE:</th>
<th></th>
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</thead>
<tbody>
<tr>
<td>Internal Staff</td>
<td>Various</td>
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<tr>
<td>Community Meetings/Committees</td>
<td>TANK Representative</td>
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</tbody>
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This job description indicates in general the nature and levels of work, knowledge, skills, abilities and other essential functions (as covered under the Americans with Disabilities Act) expected of an incumbent. It is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities required. An incumbent may be asked to perform other duties as required.