

TRANSIT AUTHORITY OF NORTHERN KENTUCKY

POSITION DESCRIPTION

April 2021

Position Title: Ridership Development/Customer Service Manager
Dept./Division: Communications/Development
Reports to: Deputy General Manager/ Dir. of Communications & Development
FLSA Status: Non-Exempt – May be Full-Time or Part-Time

JOB SUMMARY:

Implementation and oversight of TANK's customer service program and ridership development efforts; with emphasis on customer service, education, and ridership initiatives. Partners with Marketing manager to implement strategies to increase use of TANK services and build ridership.

EDUCATION/EXPERIENCE REQUIREMENTS:

- Bachelor's degree in area related to marketing, communications, management or any equivalent combination of education and experience.
- Customer Service supervisory experience.
- Strong problem solving and conflict management skills.
- Strong verbal communications skills.
- Strong initiative, ability to work independently and make well-informed decisions.
- Ability to effectively interact and partner with staff, department heads, the public, and customers.
- Proficiency in computer programs/standard business/office software including, but not limited to social media, Microsoft Office.
- Knowledge of:
 - Public transit as a community and workforce asset.
 - Methods and techniques of effective written and verbal communication.
 - Customer Service trends and issues.

IDEAL CANDIDATE:

- Experienced customer service professional.
- Capable of handling multiple tasks under minimal supervision.
- Able to think critically and exercise independent judgment.
- Results-oriented and solution-focused with a problem-solving attitude.
- Team player.
- Highly organized with a strong attention to detail.
- Self-motivated with a learning attitude and a sense of urgency.

ESSENTIAL DUTIES & RESPONSIBILITIES:

Customer Service:

- Supervises the Information Center staff, with oversight on staffing levels and key training functions.
- Works with Information Center Lead to implement goals.

Ridership Development/Customer Service Manager

April 2021

Page 2 of 2

- Recommends and assists with implementation of customer service improvements in the Information center.
- Ensures that Information Center is functioning in a high-quality manner.
- Partners with Operations Department to ensure the Information Center is informed and part of the information flow.

Ridership Development:

- Work with Marketing manager to supplement traditional marketing efforts with grassroots and externally focused strategies to build ridership and community engagement.
- Become internal expert on Transit with EZFare functionality, use and promotion.
- Spend time riding the system and in high-ridership areas working with existing customers, educating existing customers on the network with a goal of encouraging existing riders to ride more often.
- Enhance and develop TANK's community programs, (existing and new) such as adopt-a-stop, rider focus groups, passenger alliance committee, travel training and others, through both physical and digital assets to improve the rider experience and system navigability.
- Forms relationships with local businesses/HR and neighborhood groups to educate and promote use of transit and hold private travel days, travel training, transit fairs, etc.
- Serves as a transit advocate, working with leadership team to schedule speaking engagements throughout the community -- business community, citizens groups, community groups, agencies.
- Provide training and information to engaged audiences/partners about transit; creates opportunities for continued community exposure to utilizing transit and other alternative forms of transportation.
- Represents TANK on specific stakeholder interest and environmental committees.
- Assist with implementing in-person surveying of customers, as needed.
- Performs other duties as assigned.

PHYSICAL DEMANDS:

- 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.

SUPERVISORY RESPONSIBILITIES:

- Directly supervises Information Center staff.

INTERNAL & EXTERNAL CONTACTS:

- Internal Staff
- Community Meetings/Committees

TYPE:

Various
TANK Representative

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.