



## POSITION DESCRIPTION

### Government Services Transportation Marketing Specialist

#### Transportation Marketing Specialist

EMPLOYEE NAME: _____
Position Title: Transportation Marketing Specialist
Classification/Salary Range: Assistant / EA Range 18
Division/Unit: Government Services / Transportation
Reports to: Transportation Program Manager
FLSA Status: Hourly; not exempt; eligible for overtime
Representation: Employees Association
Position Location: Park Place Building, 859 Willamette Street, Eugene, OR, or other locations as needed.

#### Position Purpose

**Position Purpose:** The Transportation Marketing Specialist works on regional initiatives designed to encourage people to use active and shared transportation modes like walking, biking, rolling, public transit, and carpooling with the purpose of reducing single occupancy vehicle trips, and other shared mobility and mobility on demand (MOB). The position provides opportunities to develop strategic marketing campaigns focused on achieving data-driven results of transportation behavior change. The marketing specialist will promote the statewide Transportation Options programs as an integral member of LCOG's Transportation team. This team member will work closely with the Transportation team to collaborate on and promote other LCOG transportation programs, including LinkLane rural transit routes, the Safe Routes to School program, and the Safe Lane Coalition.

**Note:** Essential competencies of this job are described under the headings below. They may be subject to change at any time. The omission of specific statements of duties does not exclude them from the position, if the work is similar, related, or a logical assignment to the position. The job description does not constitute an employment agreement between the employer and employee.

#### Position Essential Functions

Brainstorms and develops creative ideas for marketing campaigns.

Demonstrates knowledge in various areas including content development and optimization, advertising, events planning, etc.

Develops and conducts outreach in support of Transportation Options programs.

Administers the regional commuter database, managing multiple networks of commuters. Monitors and responds to all transportation-related customer inquiries via phone, email, and website(s).

Promotes the annual Get There Challenge, a short-term competition designed to encourage individuals to try new transportation modes. Position will be responsible for promoting the campaign, providing support services to registrants, and distributing digital and print materials.

Provides support for individualized marketing campaigns.

Promotes LCOG's LinkLane rural bus service.

Works collaboratively with local jurisdictional partners to develop successful Transportation Options programs to meet a variety of audience needs.

Manages and delivers successful projects (time, cost, quality).

Independently writes communications/marketing content and manages online social media presence.

Performs research and provides technical assistance by collecting, analyzing, interpreting, and summarizing information.

Provides marketing support for multiple programs within the transportation team.

### **Other Duties of Position**

Commitment to working effectively and collaboratively with colleagues, members of the public, clients, and others from diverse backgrounds, in support of an inclusive and respectful environment.

Regular and on-time attendance.

Performs other duties as assigned.

### **Minimum Qualifications**

#### **KNOWLEDGE, SKILLS, AND ABILITIES:**

Commitment to working effectively with people from diverse backgrounds, in support of an inclusive and respectful environment.

Knowledge and passion for improving access to safe and reliable transportation.

Experience with using Microsoft Suite, Adobe Suite, and other software required.

Principles and techniques of public speaking. Ability to prepare and present written and oral presentations. Ability to present to diverse audiences including boards and community members of all ages.

Website administration functions. Ability to troubleshoot website irregularities, compile website reports, and monitor website operations.

Ability to communicate effectively, both orally and in writing.

Knowledge of office procedures, practices, and equipment, including computer operation.

Ability to enter and retrieve data on computer.

Ability to create graphs and charts.

Ability to plan, organize, staff, and facilitate meetings and special events, involving community partners, members of the public, boards, and others.

Ability to establish and maintain effective working relationships with other employees, the general public, and representatives of other agencies and governments using tact, courtesy, and good judgment. Ability to communicate effectively with them.

Ability to work with accuracy and attention to detail to meet deadlines.

Ability to understand and execute oral and written instructions, policies, and procedures.

Physical ability to perform assigned work.

**EDUCATION AND EXPERIENCE:**

Bachelor's degree in business, marketing, advertising, communications, or other related fields and at least one year of experience.

However, any combination of education and experience that provides the applicant with the knowledge, skills, and abilities required to perform the job duties listed may be substituted.

**Signatures**

Employee signature and date \_\_\_\_\_

Manager signature and date \_\_\_\_\_

Human Resources signature and date \_\_\_\_\_