



Serving Monongalia County, WV

420 DuPont Road • Morgantown, WV • 26505

(304) 291-7433 • Fax: (304) 291-7429

Internet: WWW.Busride.Org • Email: Bus@busride.org

Organization: Monongalia County Urban Mass Transportation Authority

Position: Marketing Coordinator

Status: Full-time position

Benefits: Full Benefits with 8 paid holidays; 80 hours of paid vacation per year; 96 hours of sick leave per year, accrues per Personnel Rules.

Job Summary

This is a highly creative and challenging position that works closely with and under the direct supervision of the Assistant Manager and is reviewed for compliance with established procedures while working. This position will be responsible for maintaining and further developing a comprehensive promotional effort using a variety of promotional tools including digital presentations, digital graphics, pre-print digital materials, digital video materials, and advertising materials, press releases, calendars of events, and general preparation of all hard-copy presentation materials used by the Authority.

Job Duties and Responsibilities

1. Prepares a variety of professional quality digital media materials for print, audio, video and general presentation purposes;
2. Works with Authority staff to determine presentation needs and prepares copy or other media suitable to those needs;
3. Prepares standard format materials for administrative use including forms and general signage formats;
4. Compiles and submits annual transit authority award submission to the state;
5. Provides ongoing updates to the website including posting employment opportunities, press releases, agendas, minutes and RFP's;
6. Works within Adobe Creative Suite to develop ads and materials for the agency;
7. Manages and maintains on board bus ad sales and bus shelter ad sales. This includes contracting, pricing, scheduling and overall process management;
8. Prepares marketing materials for local fairs and shows and ensures the materials match the audience;
9. Updates bus stop times for several stop locations each time route changes occur, manages the printing of these signs and the installation;
10. Audits social media accounts and route information for accuracy;
11. Price, order and inventory promotional items;
12. Creates internal business cards, flyers, and posters;
13. Conducts annual rider survey, manages volunteers, collects and analyzes data;



14. Provides internal bus signage, depot signage, and communication stations with appropriate marketing materials;
15. Manages ongoing marketing programs (customer recognition program, employee recognition program, etc.);
16. Promotes an image of professional, courteous service as a representative of the Mountain Line Transit Authority, and
17. Performs related work and duties as needed or assigned;

Equipment Used

Equipment used on a daily basis includes: computers in a network environment operating a variety of software including Adobe software applications, Microsoft PowerPoint, Word and Excel, a variety of miscellaneous graphic software applications, digital cameras, digital video cameras, laminators, copiers, printers, and a variety of other office equipment required to perform the job duties and responsibilities of this position.

External Contacts with Public and Officials

Employee encounters extensive contact with the public including passengers, Authority employees, and media personnel and representatives on a daily basis.

Physical Requirements

Employee's daily activities include: sitting for extended time periods, and light lifting associated with office duties.

Surroundings

Employee spends a majority of the workday in an office setting. Daily conditions encountered may include: noise, dirt, odors, dust, fumes, vibration, and poor lighting at night.

Hazardous Conditions

Hazardous conditions encountered on a daily basis include those hazards associated with working adjacent to, in and around heavy equipment (buses) and associates bus maintenance facilities.

Qualifications

1. Requires a college degree related to marketing, graphic design, advertising, communications, or equivalent skills in order to perform daily activities;
2. Requires extensive, demonstrated preparation of presentation materials;



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3. Requires extensive, demonstrated computer and computer software skills;
4. Requires the ability to plan, budget and implement long-range plans and efforts in a comprehensive manner;
5. Requires the ability to work with a variety of media related organizations;
6. Requires a professional appearance and presentation as the principal representative of the Authority's image to a variety of professional and advertising organizations;
7. Requires the ability to work with a variety of personalities both within and outside of the Authority;
8. Requires possession of a valid driver's license;

Desirable Qualifications

1. Extended college education at the Masters or higher level;
2. Previous experience in similar marketing and promotions position;
3. Previous experience working with budgets and contracts;
4. Previous responsibility for overall marketing efforts;
5. Previous experience working in a government agency; and
6. Previous experience working in a public service environment.