



CORPUS CHRISTI REGIONAL TRANSPORTATION AUTHORITY

JOB POSTING # 2021-24

CLOSING DATE: OPENED UNTIL FILLED

Job Title: Marketing Specialist

FLSA Status: Exempt

Work Location: 602 N. Staples St. & as assigned

Department: Marketing

Reports To: Director of Marketing

Pay Grade: 16 **Salary:** \$17.45 - \$29.29
(Min-Max)

General Summary: Working under the general supervision of the Director of Marketing, helps develop and maintain communications both internally and externally through the production and distribution of various information tools.

Essential and Marginal Functions: Essential and other important responsibilities and duties that must be performed, with or without reasonable accommodation may include, but are not limited to, the following:

- Work with marketing staff in the development and distribution of CCRTA marketing materials: internal and external newsletters, tenant blasts, postings, marketing materials, signage, and the marketing calendar.
- Work with marketing staff on various internal and external campaigns, special events and outreach programs
- Create PowerPoint presentations
- Create flyers, brochures in Adobe creative suite
- Assist in writing press releases, newsletters, speeches, articles and other related communications
- Assist in the development and/or edits, prints, cuts, folds, laminates and distributes all information when required.
- Conducts outreach with customers emphasizing new services and/or changes in service.
- Help develop and implement measurable strategies to educate organizations and citizens, designed to build support and enhance viability of CCRTA services.
- Must be able to give presentations to a variety of different groups in different settings about the CCRTA and services offered.
- Acts as a representative of the agency to local businesses and organizations.
- Coordinates social media initiatives such as www.ccrta.org, CCRTA Facebook, Twitter accounts, Instagram, Snapchat, and new accounts as they become available to the agency.
- Responds to routine request for information from employees, the public or other individuals.
- Maintains confidentiality regarding all CCRTA related business information and personnel issues.
- Complies with CCRTA's policies and procedures and local, state and government regulations.
- Establishes and maintains effective and professional working relationships with those contacted in the course of work.
- Maintains a dependable attendance record.
- Maintains a professional work attire as a representative of the agency.
- Performs other duties as assigned.

It is the RTA's business philosophy and practice to provide reasonable accommodation to the known physical or mental disabilities of qualified individuals, according to applicable state and federal law. To request a reasonable accommodation regarding application for employment or the performance of the essential functions of your job, please contact the Human Resources Department at (361) 289-2712.

Qualifications include:

Knowledge of:

- General graphic design skills in Adobe Software a plus (basic to intermediate knowledge)
- General website design experience in Word Press (basic to intermediate knowledge)
- Computer skills in PowerPoint, word and excel
- Demonstrated superior verbal and written communication skills
- Demonstrated excellent interpersonal relationship and teambuilding skills; and
- Correct English usage, spelling and vocabulary.

Ability to:

- Follow directions and meet established deadlines;
- Communicate effectively verbally and in writing;
- Maintain a dependable attendance record;
- Willingly foster a positive work environment;
- Provide service in a courteous and professional manner;
- Multi-task and work with a diverse group of people;
- Understand and follow oral and written instructions;
- Maintain a professional work attire; and
- Comply with Regional Transportation Authority policies and procedures.

Skills:

- Operate a variety of office equipment including a computer, calculator, copier, facsimile machine, shredder, and typewriter;
- Type at a speed necessary for successful job performance;
- Knowledge of Adobe Creative Suite
- Proficiency in Microsoft Office and/or similar application(s).

Experience and Training Requirements:

This position requires any equivalent combination of the following training, education and experience that provides the individual with the required knowledge, skills, and abilities to perform the job.

- **Education:** Associates degree in Marketing, Communications, Public Relations from accredited college
- **Experience:** Three (3) years directly related experience, may include internship experience
- **License or certificate:** Possession of an appropriate, valid TX Driver's License
- **Other Requirements:** Must be at least 18 years of age. Any job offer and continued employment is contingent upon completing and passing a pre-employment job agility evaluation, physical, drug and alcohol screen and background investigation with not more than two moving violations or accidents in the past three years, no more than one DWI/DUI in a lifetime, and no DWI/DUI in the past five years.

Working Conditions and Physical Requirements:

Works primarily in a typical, climate-controlled office environment and in the field, requiring standing often for prolonged periods, lifting, bending, reaching, and stretching motions to post materials at passengers waiting areas. While performing the duties of the job, the employee occasionally works in outside weather conditions. Standard physical activity includes, but is not limited to, sitting, standing, and walking activities. Essential and marginal functions require maintaining physical conditions necessary to carry/lift/push or pull loads up to 50lbs.