



**GREATER LYNCHBURG TRANSIT COMPANY**  
**Central Virginia Transit Management Company, Inc.**  
**Job Description**

**Job Title:** Marketing & Community Relations Manager / Board Liaison  
**FLSA Status:** EXEMPT  
**Supervisor:** General Manager  
**Positions Supervised:** None

**General Description:**

The Marketing & Community Relations Manager / Clerk of the Board is responsible for marketing and public relations efforts/promotions of GLTC. This position serves as GLTC's public liaison meeting with citizens, employers and organizations in the community to promote the use of public transportation. This position works to ensure that GLTC's public image is prominent, professional and positive. In order to foster the use of public transportation this person is responsible for assisting new passengers in their "first ride" by going into the community to assist them in learning to use the bus.

As the Clerk of the Board this position is responsible for maintaining board minutes, assisting the General Manager in preparation of Board Packets and ensuring that previous meeting minutes are approved and signed by the Secretary of the Board.

**Responsibilities/Essential Functions:**

1. Leads the development and implementation of a marketing plan in accordance with funds available in the GLTC budget.
2. Promotes public transportation through visits with various businesses and community organizations. Participates in community events and relays information to the public about GLTC services.
3. Formulates and implements various marketing efforts, including advertising, promotions and ridership enhancements.
4. Produces a monthly employee newsletter, obtaining monthly news articles from each department and developing highlights stories.
5. Coordinates public functions for the General Manager and Board of Directors.
6. Facilitates and maintains minutes for meetings of the Customer Advisory Committee (CAC) and the ADA Committee.
7. Maintains Board of Directors meeting minutes; provides Draft minutes to the GM for review and disseminates to the Board for review. Ensures that minutes are approved at the following meeting and signed by the Secretary of the Board.
8. Maintains the content of the GLTC website, Facebook, Twitter and LinkedIN accounts in accordance with the Social Media policy of GLTC. Works with the IT Manager to ensure all public relations mediums are kept up to date and functional at all times.
9. Works with the Planning District (Region 2000) transportation department to plan and implement marketing efforts as directed by the General Manager.
10. Reviews and ensures follow-up to customer complaints in the Customer Comment System. Provides reports to the General Manager on a monthly basis of any major customer service issues.
11. Travels to attend local and occasional out of town events related to the advancement of Public Transportation.

12. Maintains a photographic log and files of GLTC events which is available to staff for use in promoting GLTC.
13. Works with the Employee Relations Committee to provide events which foster teamwork and positive customer service to GLTC's internal customers.
14. Serves as a backup Customer Service Representative at peak times or when staffing is short at the Administrative Offices of GLTC.
15. Participates in management team meetings as required.
16. Coordinates with the City of Lynchburg's Communications and Marketing Department to plan and implement marketing efforts as directed by the General Manager.
17. Directs special service and trolley sales, provides proper paperwork to Maintenance, Dispatch and Operations for events using the trolley.
18. Prepares annual report and coordinates the annual meeting as directed by the General Manager.
19. Cooperatively and efficiently performs related tasks and duties as required.

**Knowledge, Skills and Abilities:**

- Thorough knowledge of transit services, routes, and time schedules.
- Thorough knowledge of professional marketing skills.
- Effectiveness in the implementation of maintenance and marketing functions.
- Ability to plan, organize and evaluate transit literature.
- Ability to establish and maintain effective working relationships with others.
- Ability to communicate effectively orally and in writing; to include providing guidance and instruction to customers of GLTC.
- Must possess a valid Commercial Virginia Driver's License and an acceptable driving record throughout employment.
- Ability to make independent decisions within scope of responsibility.
- Excellent customer relations skills are a must.
- Skills and knowledge in Microsoft Office Applications, graphic design programs, and development of marketing materials.
- Ability to establish, monitor and maintain complex websites.
- Thorough working knowledge of computers, hardware and software programs (specifically those related to Transit Marketing and those including Microsoft Word, Outlook, Excel, etc.)

**Emotional, Psychological and Physical Requirements:**

***Ability to:***

- Deal with long hours and time of off-hours marketing and administrative support.
- Interact with customers who may at times be rude, harsh or difficult to communicate with.
- Make independent decisions within scope of responsibility.
- Deal with the public on a primary basis.
- Greet and meet with visitors, clearly disseminate information to customers.
- Interact with and be a liaison for media inquiries.
- Concentrate on priority tasks with frequent interruptions.

***Physically:***

- Sits frequently for long periods
- Moves throughout facilities and grounds
- Travels for periods of time throughout the community and region.
- Lifts light loads at times (<50 lbs)

**Additional/Miscellaneous/Special Requirements:**

- Must have abilities to develop marketing materials and plans, coordinate the use, and ensure materials are clear for use by customers.
- Acceptable criminal history record and child protective services check upon hire and must be maintained throughout employment
- Acceptable drug screen results upon hire and as regularly required by policy for position

**Education and Experience:**

- Any combination of education and experience equivalent to graduation from an accredited college with an associate's degree (or higher) in marketing, business, graphic design, or related field.
- Experience with customer relations, marketing and outreach.
- Extensive overall experience may be considered in lieu of advanced education.

**AMERICANS WITH DISABILITIES ACT COMPLIANCE**

Greater Lynchburg Transit Company (GLTC) is an Equal Opportunity Employer. The ADA requires GLTC to provide adequate accommodations to qualified persons with disabilities. Prospective and current employees are encouraged to discuss ADA accommodations with management.

**Original Effective Date:** 5/1/15

**Review/Revision Date(s):**

Approval by General Manager: \_\_\_\_\_ Approved Review Date: \_\_\_\_\_

**EMPLOYEE REVIEW AND ACKNOWLEDGEMENT**

*As an employee of GLTC you have a right to an up to date copy of your Job Description. This document may be revised at any time by management, in the event of a revision you will be provided with a new copy which represents the new job description/duties. Only copies signed as approved by the General Manager are considered official. Employees must understand that Job Descriptions may be used as a basis for annual performance reviews.*

\_\_\_\_\_  
Employee Signature

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Date Signed