

# Worcester Regional Transit Authority

**Position Title:** Marketing and Communications Manager

**Main Functions:** Responsible for planning, development and implementation of all of the WRTA's marketing strategies, marketing communications, and public relations activities, both external and internal. Oversees development and implementation of support materials and services for both fixed route and paratransit services in the area of marketing, communications and public relations. Responsible for all advertising related to the WRTA including, but not limited to, preparing promotional plans, sales literature, media kits, and contracts. Works as a liaison between the WRTA and the local colleges and universities. This position protects and maintains the WRTA's integrity in all endeavors related to publicity. Key to this role is the ability to effectively develop and manage trusted relationships with media outlets and influencers to secure positive publicity for the WRTA and build its brand in the community.

**Duties include, *but not limited to:***

- Develop, plan and direct effective, comprehensive public relations programs, plans, and campaigns that are well-written and designed to create and maintain a favorable public image of the WRTA and its accomplishments
- Maintain a marketing integrity which is competent, commercially astute, dedicated and efficient
- Coordinate the graphic design efforts of all marketing materials to support brand identity
- Develop and implement social media strategies and perform social media community management duties.
- Coordinate the public relations effort, including internal and external communications. Work with WRTA administration as the representative to the media including proactively pitching stories to media to reflect the WRTA's mission and values
- Write, proofread, edit and coordinate the appearance of all WRTA print and electronic communications and materials such as letterhead, use of logo, brochures, schedules, service announcements etc.
- Perform outreach to and establish/maintain cooperative relationships with community representatives, customers, colleges/universities, employees and public interest groups
- Interacts with staff at all levels to ensure all WRTA materials are up-to-date
- Manage and maintain on-line communication, including website design, content development, and operation. Grow on-line supporter base and traffic
- Oversees advertising sales efforts that generate revenue for the WRTA. This includes but is not limited to the management of contracted transit vehicle advertising, online advertising, and printed collateral advertising.
- Organize and oversee WRTA events from start to finish

**Employment Preferences:**

- Bachelor's degree, with proven communication s and marketing experience

- Public relations, graphic design and web development skills
- Excellent communication skills
- A passionate and disciplined self-starter, with an ability to organize and manage multiple projects simultaneously and independently
- Detailed-oriented with ability to oversee projects from beginning to execution
- Event Planning Skills
- Able to work with people of all ages, backgrounds, and abilities
- Able to locate and contact potential clients in order to offer advertising services
- Ability to think creatively
- Have strong skills in Microsoft Office Suite; Adobe Illustrator, Photoshop, InDesign, WordPress and other software

**Salary and Benefits:**

- This is a full-time, exempt position. Salary is commensurate with experience and qualifications, with an anticipated hiring range up to \$65,000.
- Comprehensive benefit package including health, dental and life insurance, three weeks paid time off, paid family medical leave, and a defined benefit pension plan. This position also offers work from home flexibility.

**How to Apply:**

Qualified applicants should submit their resume and cover letter to [admin@therta.com](mailto:admin@therta.com). This position will remain open until filled.

The Worcester Regional Transit Authority is an Equal Employment Opportunity and Affirmative Action employer.