



## MARKETING & COMMUNICATIONS DIRECTOR

# UP TO \$124,072 DOQ

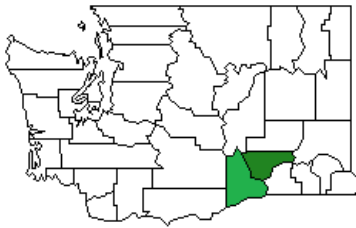
*Plus Excellent Benefits*  
**Relocation Packet Negotiable**

*Apply by*  
**August 1, 2021**  
*(First Review, Open Until Filled)*

**PROTHMAN**



**WHY APPLY?**



Located among the Columbia, Yakima, and Snake Rivers in southeastern Washington, Ben Franklin Transit provides public transportation for people who live and

work in both Benton and Franklin County. The area averages 300 days of sunshine a year, allowing residents and visitors to enjoy a multitude of outdoor activities, from water sports to golf to wine touring to outdoor theater.

Ben Franklin Transit (BFT) is a highly regarded agency and enjoys a great workplace culture and environment that is built on trust, pride, and teamwork. The agency has been recognized as one of the “Most Improved Transit Systems in the United States” by Metro Magazine.

BFT offers the right candidate an excellent career opportunity while working with a dedicated team to provide excellent customer service and vision to a vibrant community with a bright future!

**THE REGION**

Embedded in the heart of wine country and a rich agriculture community, Richland is located at the confluence of the Snake, Yakima, and Columbia Rivers and its sister cities of Kennewick, Pasco, and West Richland make up the Tri-Cities (population 283,000), fourth largest metropolitan area in Washington State.



Because of the mild climate and an abundance of warm, clear sunny days each year, Tri-City residents can enjoy a variety of outdoor recreation activities including hiking the trails of Badger Mountain, water-skiing or kayaking on the Columbia River, hitting the links at one of the ten beautiful golf courses, or horseback riding through Red Mountain wine country. The Tri-Cities is also a sports minded community, providing many public athletic facilities and two professional sports teams: Tri-City Americans WHL Ice Hockey and Tri-City Dust Devils, a professional Single A affiliate of the San Diego Padres. The region has its share of fine sports venues in the mix, boasting state-of-the-art softball fields and many soccer and baseball fields. Residents enjoy the Tri-Cities’ unique local flavor, excellent school system, low crime rate, diverse recreational opportunities, and regional attractions. Richland is just a few hours’ drive from the major urban centers of Seattle, Spokane and Portland, and the Tri-Cities Airport has direct flights to Seattle, Denver, Salt Lake City, Las Vegas, Minneapolis, Los Angeles, Phoenix and San Francisco.

For more information about the Tri-Cities area, visit:

- [www.visittri-cities.com](http://www.visittri-cities.com)
- [www.tricityregionalchamber.com](http://www.tricityregionalchamber.com)
- [www.tridec.org](http://www.tridec.org)

**THE ORGANIZATION**

**Mission Statement**

*To provide exceptional and cost-effective transportation services that consistently exceed customer expectations while promoting the principles and practices of livable communities and sustainable development.*

Ben Franklin Transit is a municipal corporation, which provides public transportation services in a 616 square mile area located in Benton and Franklin Counties. The area includes the cities of Kennewick, Pasco, Richland, West Richland, Benton City, Prosser and certain unincorporated areas of Benton and Franklin County. The service area contains a population of approximately 283,000 residents.

Ben Franklin Transit was formed May 11, 1981, when the voters in the service area voted to levy a 0.3 percent sales tax to support public transit. In April 2012, Ben Franklin Transit was classified as a Large Urban Transit.





BFT has a 2021 operating budget of \$48,500,000 and a current capital budget of \$53M which is balanced with 2021 Operating Revenues, Federal/State Awards and Reserves. BFT employs 318 full and part-time employees, both union and non-union. BFT offers innovative choices when it comes to public transportation. In September 2017, BFT launched a comprehensive fixed route service change which established 17 fixed routes and added 28,000 hours of service.

This service expansion was accompanied by technology upgrades including mobile data terminals for Operators, GPS activated visual and audible announcements, automated passenger counters, performance data tracking and reporting software for NTD reporting and Wi-Fi modems for an enhanced customer experience. BFT also provides paratransit (Dial-A-Ride) services to the Public Transit Benefit Area (PTBA), taxi feeder, Trans+Plus Night and Sunday Service, and Demand Response services, as well as connector services for outside of BFT's PTBA.

In 2019 combined ridership for all modes of service totaled 3,126,689. In 2020, the agency had 5,345,726 revenue miles and 282,587 revenue hours.

Current active projects within BFT's 6-year capital plan total \$143M; 48% of this investment will come from local funds, demonstrating the financial strength of the organization. \$8 million has been set aside for amenities upgrades over the next five years.

BFT has had several achievements including the City of Richland's "Green Business of the Year" award and the Governor's Award for Pollution Prevention and Sustainability. In 2008, Ben Franklin Transit set all-time ridership records with just over 5.5 million passenger boarding's.

BFT is governed by an appointed ten-member Board of Directors. The Board consists of two Franklin County commissioners, one Benton County commissioner, and a city council member from each of six cities within BFT's service area, and one non-voting Collective Bargaining Representative. The overall management of BFT is divided into six departments; Transit Operations, Fleet and Facilities, Human Resources and Labor Relations, Marketing and Communications, Planning and Service Development, and Administrative Services. The department directors make up a strong leadership culture at BFT.

As a community partner, BFT provides over 34,800 rides each year to special events such as the annual International Hydroplane Race and Air Show, Benton County Fair, Cable Bridge Run, and Art in the Park.

### THE POSITION

Operating on a budget of \$2,200,000 department services include: Marketing & Communications, Customer Service, and ADA Program.

As a member of the executive leadership team, the Marketing & Communications Director supervises 16 department staff and is responsible for performing a full range of marketing and public relations activities to maximize the Agency's services and programs. This position will represent the Agency for public and news media relations, community outreach, employee communications, marketing promotional efforts and governmental affairs, oversee customer service operations, and increase engagement with stakeholders, including media, customers, governmental representatives, employees, and community members. The Director will also develop outreach activities and events designed to achieve strategic priorities for internal and external audiences; determine advertising channels according to demographics. For a full job description and to view all responsibilities, please view the attachment found [here](#).

**ACCOMPLISHMENTS & OPPORTUNITIES**

In 2020, BFT implemented its CONNECT on-demand services operated by Via, a service that allows transit users to access key destinations and major bus stops. BFT was creative in using CONNECT to solve specialized challenges during the pandemic, including service to supermarkets during senior hours, providing direct service to testing and vaccination sites, and leveraging the new service to lay the groundwork for BFT’s frequent service corridors.

In June 2021, BFT is launching two of its new METRO routes, services that will operate every 15 minutes throughout most of the day on weekdays and Saturdays. The new METRO routes will provide convenient and frequent regional connections to local fixed-route and CONNECT services. The new METRO services are key to BFT’s ridership recovery and rebuilding program in the aftermath of the pandemic. At the end of the summer (August 2021), BFT will launch the region’s first-ever Sunday service.

Over the next few years, BFT will expand EXPRESS services, continue its focus on rebuilding ridership across all modes, and focus on core capital projects that include a new office building and three new transit centers.

**IDEAL CANDIDATE**

**Education and Experience:**

A Bachelor’s Degree in Marketing, Communications or a related field and five (5) years’ related experience; or an equivalent combination of experience and education is required. Candidates must possess a valid driver’s license.

The candidate will have experience working for large organization government and will bring polished administrative skills capable of moving the organization forward. The candidate will be approachable and have a good sense of humor and will be recognized as a servant leader. This person will be an excellent communicator being able to connect well with staff at all levels as well as being an excellent writer. The candidate will value relations both internally as well as with community partners and will be visible in the community. Lastly this person will be an advocate for staff and will be very comfortable with technology and open to change.

Candidates may possess any combination of relevant education and experience that demonstrates their ability to perform the essential duties and responsibilities. The ideal candidate will be committed to excellent customer service.

**COMPENSATION & BENEFITS**

- **Up to \$124,072 DOQ**
- Medical & Vision
- Dental
- Life and AD&D
- Short and Long-Term Disability
- Employee Assistance Program
- BFT Funded Health Reimbursement Account
- Flexible Spending Account
- Competitive Paid Leave Program
- Public Employees’ Retirement System (PERS)
- Optional Deferred Compensation / 457 Plans
- Optional Supplemental Insurance
- 6 Holidays & 2 Floating Holidays

**For more information, please visit:  
[www.bft.org](http://www.bft.org)**

Ben Franklin Transit is an Equal Opportunity Employer. All qualified candidates are strongly encouraged to apply by **August 1, 2021** (first review, open until filled). Applications, supplemental questions, resumes and cover letters will only be accepted electronically. To **apply online**, go to **[www.prothman.com](http://www.prothman.com)** and click on "**Open Recruitments**", select "**Ben Franklin Transit, WA – Marketing and Communications Director**", and click "**Apply Now**", or click [here](#). Resumes, cover letters and supplemental questions can be uploaded once you have logged in.



[www.prothman.com](http://www.prothman.com)

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