

# Job Specific Competencies – Marketing & Communications Director

## Marketing Functional Knowledge-Proficiency

Applies knowledge of marketing principles and strategies to maximize ridership and promote transit service objectives; oversees brand management; conceptualizes marketing collateral and promotional campaigns; navigates public and news media relationships to leverage Public Transit awareness.

## Brand Management

Manages agency image to maximize favorable impressions; engages community to strengthen the customer product/service relationship; determines, enforces and exemplifies brand standards; guides and supports the agency's participation in local and regional events; serves as key contact for all agency imagery and communications; acts as advocate/spokesperson.

## Public Relations

Works collaboratively with local officials, agencies, jurisdictions, and other stakeholders to advance transit partnerships and projects; effectively communicates transit objectives and community impacts.

## Presentation Skills

Structures content logically; communicates objectives; uses a variety of materials and maximizes technology; commands attention; engages the audience; confidently delivers information to diverse audiences; manages group process; changes tactics when necessary; represents the agency professionally.

## Analytical Skills

Observes and evaluates multiple data sets to identify gaps, duplications, patterns and trends; uses a variety of analytical tools to ensure meaningful data is consistently applied to problem solving and planning activities.

## Process and Program Management

Develops, implements and maintains multiple components of a process, program, project, or event; ensures schedules are met and information is communicated to key stakeholders; accountable for outcomes.