

MAJOR FUNCTION

This is professional work involving the promotion and implementation of programs to reach out to citizens and customers of the public transportation system to determine if transportation needs are being met and to increase ridership of the transit system. An employee in this class is responsible for planning and conducting a variety of activities to inform the public about current transit services and proposed changes in policies, schedules, and routes. The incumbent is expected to have a general understanding of transit planning matters. Supervision is received from the Transit Planning Manager who establishes policies and indicates results desired, and reviews the work through conversations, conferences, reports, observations, and by results obtained.

ESSENTIAL AND OTHER IMPORTANT JOB DUTIES**Essential Duties**

Promotes transit usage. Proposes and implements programs or strategies with current and potential customers along a particular route, corridor or service area. Plans and coordinates permanent and temporary displays to promote information to the public regarding transit routes, schedules, and departmental policies. Conducts special surveys and studies into consumer attitudes and preferences in transit services. Coordinates design graphics and layouts for all print projects, newspaper and magazine advertising, brochures, posters, and public information programs. Meets with operations staff as well as coach operators to facilitate internal communications. Keeps supervisor abreast of customer attitudes and citizen involvement strategies. Performs related work as required.

Other Important Duties

Attends public meetings, hearings, and other activities pertaining to transit as needed. Participates in annual Florida Agricultural & Mechanical University, Florida State University, Tallahassee Community College and similar orientation events to promote transit usage. Performs related work as required.

DESIRABLE QUALIFICATIONS**Knowledge, Abilities and Skills**

Knowledge of media, graphic arts, printing, and publications procedures. Knowledge of transit rules, regulations, policies and procedures and transit planning. Ability to establish and maintain effective working relationships as necessitated by the work. Ability to deal tactfully, persuasively, and effectively with the public. Ability to communicate clearly and concisely, orally and in writing. Ability to advocate and promote public transit system usage. Skill in the use of microcomputers and the programs and applications necessary for successful job performance.

Minimum Training and Experience

Possession of a bachelor's degree in art, journalism, mass communications, public relations, marketing, business or public administration, urban planning or a related field; or possession of a high school diploma and four years of marketing, transit or public relations experience, two years of which must have included public relations; or an equivalent combination of training and experience.

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