



**JOB TITLE:** Marketing Coordinator  
**DEPARTMENT:** Marketing and Communication  
**REPORT TO:** Senior Manager of Marketing and Communication  
**SALARY GRADE:** 102  
**SALARY RANGE:** DOQ (\$41,696.00 - \$47,000.00 annually)

**LAST REVISION DATE:** 05/2019  
**EEO:** Professional  
**FLSA:** Exempt, Full-time

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**SUMMARY** - To lead the development of creative materials and assist with digital initiatives to support the agency's goals and objectives. The incumbent is responsible for all graphic design, passenger information, digital support, sponsorship advertising, the agency's in-transit advertising program, and acts as the official webmaster. The incumbent in this position reports directly to the Senior Manager of Marketing and Communications. This is a full-time position that may require day, evening and weekend availability and will require traveling throughout Denton County.

**ESSENTIAL FUNCTIONS:** *Essential duties and responsibilities include the following. Other related duties as assigned.*

**Brand Identity and Assets**

- Monitor internal creative
- Ensure all design work consistently meets established brand guidelines and standards
- Monitor external creative executions to maintain and/or correct usage to align with brand standards
- Support brand identity through sponsorship and newspaper advertisements/advertorials implementation
- Identify appropriate photography and other illustrative imagery for DCTA in creative execution
- Take required in-house photographs and videos as need

**Creative Design**

- Support departmental campaigns, social media content, collateral, agency documentation, and special projects with graphic design execution from initial design to final packaging of files
- Prepare and arrange a variety of written and illustrative material in an organized format for use in publications, displays and educational materials (for both internal and external audiences)
- Develop new and update existing agency collateral as needed
- Execute product photography and retouching as needed
- Assist DCTA and contractor departments with graphic and printing needs

**Service Changes**

- Lead passenger information material development, printing and installation on behalf of the Marketing and Communications Department
- Coordinate with bus and rail operations to assist in the successful development and implementation of service changes
- Assist with the development of the service change timeline and monitor required progress
- Coordinate map and timetable updates in accordance with the approved service change
- Update the DCTA website in correlation with service changes

**Passenger Information**

- Manage the inventory, placement, installation, and removal of all passenger information materials including but not limited to facility signage, platform signage, bus stop signage, vehicle signage, etc.; coordinating with other departments as needed
- Manage route guide and collateral inventory stored across all agency facilities
- Lead the design, implementation and reporting for community digital billboards
- Manage the agency's Limited English Proficiency Plan and coordinate all required translations, printing and digital assets as needed

**Direct Mail**

- Maintain agency postal indicia including routine purchase orders and project-based expenses (except for the Corporate Pass Program)

- Coordinate with post office to execute direct mailing distribution, coordinating with local printers, when needed
- Coordinate utility bill insertion orders, delivery of creative and delivery/use of overs

### **Digital Support & Management**

- Act as the official webmaster and manage all website projects, updates and back-end functionality
- Provide campaign-based and monthly routine reporting regarding website traffic and user behaviors through Google Analytics and other online tracking analytics platforms
- Train identified staff on routine updates required by other departments
- Act as the main point of contact for web developer of record and coordinate any updates and migrations that need to occur

### **In-Transit Advertising Program**

- Record program interest, next steps, agreements and results
- Coordinate with print vendors for both printing and installation
- Provide proof of performance reporting to paying clients
- Maintain program information on DCTA website and in all program materials

### **Vendor Management/Budget**

- Coordinate with established print vendors to produce, install, and remove materials as needed; monitor project timelines
- Set up new vendors as needed
- Assist with procurements
- Open departmental purchase orders and coordinate payment of invoices
- Monitor related budgets

### **REQUIREMENTS TO PERFORM WORK** *Knowledge, skills, and abilities required:*

- Must be motivated and hardworking
- Bring creativity and dynamic design experience to all assigned projects
- Ability to follow company brand guidelines and templates
- Ability to design for print and online content is essential
- Successfully work alongside all agency departments, leadership, and partners
- Strong working knowledge of InDesign, Illustrator and Photoshop
- Must be detail-oriented and a well-organized self-starter
- Ability to work on multiple projects simultaneously in a deadline driven environment, while producing high quality collateral
- Comfortable working in a fast-paced environment

### ***The ideal candidate will:***

- Possess a positive attitude, and practices good judgement, while open to receiving/providing feedback
- Hold the ability to get along with others, individually and in a large group. Has the desire to care for the organization's well-being and for the co-workers he/she interacts with. Interested in partaking in group development and team building activities
- Be open to collaborate and work in a team-oriented and helping environment
- Possess an influential and welcoming communication style
- Foster a culture that values critical thinking and problem solving; and encourages constructive feedback, engagement, inclusion, and diversity at all levels

### **EDUCATION AND EXPERIENCE** *(Any equivalent combination of education and experience)*

Associates or Bachelor's degree from an accredited college or university, with major coursework in Marketing, Communications or Journalism. Equivalent to two (2) years of increasingly responsible experience professional work experience directly related to campaign development/execution, event marketing and graphic design. Public transportation or public sector experience preferred.

**Special Requirements:** Hold a current valid Texas Driver's Licenses or have the ability to obtain one upon entry into the position.

**PHYSICAL ACTIVITIES:** Physical activity includes, but is not limited to: On a continuous basis, sit at a desk for long periods of time; use a computer and monitor for long periods of time, intermittently twist and reach office equipment; write or use keyboard to communicate through written means; lift moderate weight; reaching above the waist, reaching below the waist, and reaching waist to shoulder to reach inventory on shelves; repetitive motion and fingering when using computer keyboard; occasionally driving short and long distances for meeting attendance; data collection, observation of transit projects and operations during field work; and talking and hearing when dealing with customers, vendors, etc. Frequently required to be mobile, bend, stoop, reach, and occasionally lift objects weighing 25 pounds such as files, supplies, and large reference books. Must have the mental and visual ability to read and write semi-complex materials such as reports, reference manuals, and instructions.

**Additional perks and benefits that accompany full-time employment with DCTA:**

- Telecommuting options available, up to three days a month, after successful completion of your six-month probationary period and if suitable for your position.
- Flexible office hours are permitted, given a regular 8-hour workday that brackets the agency's core hours from 9:00am – 4:00pm (i.e. 7:30 am to 4:30pm, or 9:00am to 6:00pm). These flex hours are coordinated with your supervisor.
- One 8-hour paid day off for your birthday.
- Employee portions of Medical and Dental benefits are 100% paid by the employer.
- If you have utilized a Proportionate Retirement Program in the past, the service time transfers to DCTA's retirement system, TCDRS. The following systems apply:
  - Texas Municipal Retirement System (TMRS)
  - Employees Retirement System (ERS)
  - Judicial Retirement System of Texas (JRS)
  - Teacher Retirement System of Texas (TRS)
  - City of Austin Employees Retirement System (COAERS)
- Expanding time-off accruals: 12 days of vacation time accrued for the first year, increasing by one day each year, with a max of 17 days annually. Additionally, employees earn 12 days of sick time each year, 1 personal day, 2 floating holidays, 1 birthday, 8 fixed holidays, and the ability to earn two additional days off through the Wellness Program.
- DCTA strives to continually improve our Servant Leadership culture. We pride ourselves in having an open, caring, and communicative community of employees, with the drive to help build each other up.
- Flexible dress code: business casual, allowing jeans every day (unless otherwise specified for external/special meetings, events, etc.).
- Extensive Wellness Program, including several opportunities to volunteer with the agency, sporadic lunch and learn events, chair massages, the potential to earn two extra days off each year, and continual efforts to improve wellness throughout the agency.