



Virginia Railway Express

Job Description

Position Title: Marketing Communications & Engagement Manager
Reports To: Chief Operating Officer
Pay Grade: X [Salary Range \$80,657.88 thru \$133,892.07]
FLSA Status: Professional Exemption
Last Updated: September 15, 2021

General Description

The Marketing Communications & Engagement Manager reports to the Chief Operating Officer. The position is responsible for managing the marketing, educational and promotional functions and activities of the organization, including the development of advertising campaigns, and the publication of periodic promotional materials. This individual will work closely with VRE staff and organizational partners, as well as supervise vendors and contractors to develop and produce educational and promotional materials and marketing outreach initiatives.

Essential Job Duties and Responsibilities*

- Works with staff to understand VRE's operational and communication goals, then develops and executes marketing and communication strategies to support those goals. Coordinates high level communication goals with other divisions.
- Serves as project manager, designer and writer of RIDE Magazine, VRE's on-board passenger e-magazine, and sells advertising space to offset the production costs.
- Works with the Public Affairs Administrator to develop the monthly CEO Report for distribution at the VRE Board Operations meetings.
- Designs in-house or manages graphic consultants to produce promotional and informational materials, including the Budget and Financial reports.
- Participates in and coordinates with other staff members in the administration of the annual Master Agreement Survey, as well as the VRE Customer Satisfaction Survey. This includes the printing, distribution and coordination of volunteers from VRE and outside agencies.
- Works with HR to promote employer brand with the use of marketing methodologies throughout the recruitment life cycle to attract, engage and nurture relationships with qualified talent; promote the values and mission of the organization; adapt communication methods and styles in communicating with consumers; promote training sessions, benefits and informational seminars/webinars.
- Serves as primary point of contact within the organization for printing and promotional product needs.

**To perform this job successfully, an individual must be able to perform each essential function satisfactorily. The essential duties and responsibilities listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable an individual with disabilities to perform the essential functions.*

Last Updated September 2021

- Works across divisions to update content on the primary VRE website: www.vre.org. Manages website improvement projects in coordination with other departments.
- Supports VRE Mobile and related online ticket sales initiatives.
- Supports VRE's Social Media presence. Works with the Public Affairs Administrator on delivery methods and content. Manages social media advertising campaigns. As appropriate, monitors and creates social media posts.
- Manages development of radio, print and digital advertising and, if applicable, supervises consultant/advertising agency support in these efforts as well as media placement.
- Participates in special event planning and coordination.
- Manages the contracted advertising agency, budget and production of marketing materials and advertising campaigns to promote and maintain the VRE brand.
- Manages the contract that generates revenue through station and train interior advertising.
- Manages the annual operating budget for the Marketing division.
- Provides assistance to the various departments within VRE and performs other related duties as assigned.

Minimum and Preferred Qualifications

Minimum

- A bachelor's degree in Marketing, Advertising, Journalism, Communications or a related field.
- Five (5) to seven (7) years of progressively responsible, relevant experience that includes:
 - Developing visual content, designing layout and overseeing the publication of reports and other professional printed and digital documents.
 - Organizing and managing public engagement and outreach events.
 - Expertise in Adobe Creative Suite, including InDesign, Illustrator and Photoshop and MS Office Suite.
 - Professional use of social media to support a government or non-profit organization's public engagement activities.

Preferred

- Certification in graphic design, layout and/or other visual communications fields.
- Experience serving as a moderator or speaker at public meetings and outreach events.
- Experience developing and publishing communications products in the public transit or transportation field.
- Experience working with elected officials and/or local government officials.

Additional Requirements

- Must possess a valid driver's license, current auto insurance and maintain a good driving record at all times during employment with VRE.
- Must be able to work flexible hours demanded by a transit operation environment.

Knowledge, Skills, and Abilities

- Strong verbal and written communications skills. This must include excellent punctuation and grammatical skills as well as the professional understanding/usage of the English language in order to write and edit material of the highest standard.
- Knowledge of current advertising and marketing trends.
- Knowledge of advertising and marketing principles and practices.
- Knowledge of social media for marketing, public information and brand management.
- Knowledge of project management techniques, including budgeting, management of projects, scheduling, scoping and quality control.
- Knowledge of methods, techniques and equipment used in graphic arts design; design concepts; composition, color, theory, imagery, and typography; pre-press options and requirements; materials and formats; corporate branding principles; photographic principles and practices; art direction; website best practices; industry-leading web-based marketing tools and practices; and photography composition, alterations and software.
- Ability to generate new ideas and bring creative thinking and strategies to the organization.
- Ability to develop and implement strategic marketing and advertising plans.
- Ability to work independently and manage projects.

Working Conditions/Environment

- This work requires the occasional exertion of up to 20 pounds of force; work frequently sitting, speaking, or hearing, using hands to finger, handle or feel and repetitive motions and occasionally requires standing, walking, climbing or balancing, stooping, kneeling, crouching or crawling, reaching with hands and arms, and pushing or pulling.
- Work has standard vision requirements; vocal communication is required for expressing or exchanging ideas by means of the spoken word and conveying detailed or important instructions to others accurately, loudly or quickly.
- Hearing is required to perceive information at normal spoken word levels and to receive detailed information through oral communications and/or to make fine distinctions in sound.
- Work requires preparing and analyzing written or computer data.
- Work has minimal exposure to environmental conditions.
- Work is generally in a moderately noisy location (e.g. business office, light traffic).

*The statements in this job description are intended to describe the **general nature and level of work** being performed by incumbent(s) assigned to this classification. They are not intended to be construed as an exhaustive list of all responsibilities, duties, and skills required of personnel so classified.*

VRE is an Equal Opportunity Employer and prohibits discrimination and harassment of any kind. VRE is committed to the principle of equal employment opportunities for all employees and to providing employees with a work environment free of discrimination and harassment.