



Virginia Railway Express

JOB DESCRIPTION

TITLE: SENIOR COMMUNICATIONS SPECIALIST

GRADE: P [SALARY RANGE \$51,427.47 - \$85,369.60]

FLSA STATUS: Non-Exempt

GENERAL DESCRIPTION

Reports to the Director of Rail Operations. Performs multiple roles in the areas of customer communications and operations monitoring: Monitors train operations and proactively addresses issues in operations such as delays, disruptions, or crises. Coordinates communication with crews, partnering agencies or other entities; provides information to staff and the public. Responsible for an assigned area of customer communications such as newsletters, reports, or website content. Assists with a variety of scheduled public events and initiatives.

SCOPE OF DUTIES

- Monitors daily or nightly train service via TRIP and CSX/NS screens and updates staff and host railroads on any potential issues. Coordinates with host railroads, VRE and contractor staff during service disruptions.
- Works to identify the causes of delays and acts as primary point of contact in case of service disruptions.
- Performs full system check prior to each morning or afternoon service. Contacts necessary parties to clear/report deficiencies.
- Disseminates information to passengers regarding issues such as fare and ticket prices, schedules, the status of trains, commuter trip planning and connecting services, station locations and directions over the phone, via email and in person. Answers phones and screens incoming calls to ensure they are answered promptly. Handles customer crisis communications as required.
- Coordinates VRE schedule information with outside agencies.
- Monitors fare collection system status and reports outages to senior Rail Operations staff members.
- Collects data for VRE reports such as the General Overview Report presented to the VRE Operations Board on a monthly basis.
- Pays and monitors VRE cell phone bills.

- Creates maps and other graphics for the VRE Website.
- Coordinates IVR Information.
- Works with IT Department during schedule and fare changes.
- Authorizes payment of invoices for services such as external web hosting.
- May create, maintain and manage VRE website content. Send out notifications to passengers and facilitate the selling of tickets for VRE events such as Santa Trains. May also coordinate information dissemination via other channels (Train Talk, Twitter, VMS, IVR, etc.).
- May manage and maintain VRE's presence on social media outlets such as Facebook, Twitter, YouTube and Wikipedia.
- Manages email responses of GoTrains. May act as an administrator, assigning duties and forwarding information to various staff, collecting comments and complaints from riders.
- May be in charge of creating and distributing weekly electronic and monthly paper VRE newsletters. Duties include assigning articles to staff, writing, editing, designing and formatting the newspaper layout.
- Participates in and provides support as needed for special events such as Surveys, Operation Life Saver Trains, Manassas Rail Festival, Clifton Day, Meet the Managements and service disruptions.
- Performs other related duties as assigned.

REQUIRED KNOWLEDGE, SKILLS AND ABILITIES

- Knowledge of applicable federal, state, and local laws, rules, and regulations.
- Knowledge of customer service principles.
- Knowledge of basic HTML coding as well as ADA image compliances.
- Ability to accurately organize and maintain paper documents and electronic files.
- Ability to communicate in order to interact with coworkers, supervisor, and the general public at a level sufficient to exchange or convey information and to receive work direction.
- Ability to type and use a variety of office machines.
- Ability to work well with different types of people and at all levels of the organization.

- Ability to respond courteously to customer needs.
- Ability to remain calm during stressful events and to make decisions in the best interest of the passenger, VRE, and the railroads.
- Ability to work independently, know limits and meet deadlines.
- Ability to learn layout of CSX/NS screens (i.e., VRE station locations, basic understanding of railroad switch and signal operation, understanding insignias of other trains present on the board).
- Ability to use a computer and related software applications.

MINIMUM QUALIFICATIONS

Bachelor Degree in a relevant field and at least 3 years of related experience. Additional years of directly related experience can substitute for educational requirement.

Must possess a valid driver's license, current auto insurance, and maintain a safe driving record at all times during employment with VRE.

Ability to work the flexible hours demanded by a transit operation environment.

Physical Abilities: Ability to safely lift and move boxes, equipment and other items for short distances weighing up to 40 lbs. Must be able to effectively use hands and fingers in the manipulation of various pieces of office equipment.

*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.