

Position Description



Position:

**Chief Communication &
Customer Service Officer**

Last Modified:

3/17/2022

Nature of Work

The Chief Communication & Customer Service Officer is a highly experienced leader responsible for all aspects of communications, marketing and public relations, and drives the organization's focus on providing outstanding customer service at every interaction with employees, services, and system. As a member of the CEO's executive team, the CCCSO will promote STA services with a sophisticated and targeted strategy to drive increased ridership and ensure awareness of the agency's prudent stewardship of public resources. The CCCSO supports the CEO's public affairs efforts and relationships with the board, community, legislative and government leaders, in coordination with consultants/advisors.

Supervision

Position reports to the Chief Executive Officer and provides supervision and oversight to the Customer Service and Communications departments.

Essential Functions

- Develop and implement proactive targeted communications and marketing plans for the public, riders, potential riders and employees across distribution channels.
- Ensure that interactions with STA's employees are professional and courteous to reflect the high priority STA places on creating outstanding experiences with customers and the community
- Serve as STA's spokesperson
- Develop and maintain positive working relationships with the media. Coordinate internal resources as needed for media responses.
- Communicate the value of STA's service in the economic and social fabric to residents of the cities and unincorporated county in the Public Transportation Benefit Area (PTBA).
- Demystify how to ride the bus, read a bus route schedule and map, plan a trip and access real-time information about a bus's arrival time in simple, understandable, language.
- Develop strategies to effectively communicate changes to STA's services to customers.
- Develop strong and productive working relationships with other departments through interdepartmental projects.
- Develop a deep understanding of the transit system and STA services.

Position Description

CHIEF COMMUNICATION & CUSTOMER SERVICE OFFICER

Page 2

- Develop and implement innovative and effective public outreach strategies that generate robust public input from traditional and diverse groups and communities on Spokane Transit plans and initiatives.
- Ensure the organization's voice and mission, vision and values are present in all communications efforts.
- Define key stakeholders and audience groups.
- Plan and execute market research, including rider and community surveys
- Support values-based decision-making informed with timely and targeted data.
- Oversee the website, e-newsletter, press releases, content for digital signage.
- Responsible for coordinating STA service in support of community events. This currently includes, but is not limited to, Bloomsday, Hoopfest, Valleyfest, and other community activities.
- Stay abreast of changes in the industry, regulations, and political landscape and how they may impact the environment, operations, and funding for STA.
- Responsible for increasing ridership by maintaining and expanding participation in pass programs with employers, including ShuttlePark, the UTAP (universal transit access pass) program, the employer-sponsored pass program.
- Responsible for managing the technology elements of real-time bus and route information access by customers; social media, web design, digital signage, on-line trip planner, etc.
- Develop and implement consistent messaging across media and audiences.
- Articulate the organization's services, mission, vision, goals, and performance objectives.
- Responsible for consistent brand application across the organization.
- Develop the strategy and oversee the design, development of in-house and vendor produced materials.
- Provide executive staff support to the Citizen Advisory Committee
- Provide oversight to the Marketing and Communications Manager, Customer Service Manager, Business Development Manager, Technology Projects Manager.
- Build and enhance the STA brand and reputation in the communities it serves.
- Support the Chief Executive Officer's communication of STA's progress and positioning within key, mission-related priorities and measurable objectives and results.
- Accountable for the prudent stewardship of public resources.
- Establish, measure, document, and report results.
- Track engagement across various platforms.
- Develop crisis and emergency communications plans.
- Maintain strong trusting relationship with other STA executives and managers and members of the Board of Directors.

Public Transit Agency Safety Plan

- Follow safety rules and safe practices described in accident prevention program, safety standards and training you receive.
- Promptly report unsafe conditions or actions to your supervisor or safety committee representative or the Safety Officer using the Safety Hazard Report Form.
- Ask for assistance if their physical capacities, skills and/or knowledge are not adequate to complete the task safely.
- Report all injuries to your supervisor promptly regardless of how serious.
- Report all near-miss incidents to your supervisor promptly.
- Always use personal protective equipment (PPE) in good working condition where it is required.
- Do not remove or disengage any safety device or safeguard provided for employee protection.
- Encourage co-workers by your words and example to use safe work practices on the job.
- Safeguard and look out for co-workers.
- Make suggestions to your supervisor, safety committee representative or management about changes you believe will improve employee safety and or eliminate hazards.

Minimum Requirements

Training and Experience

- Bachelor's degree in business, advertising, marketing, communications, journalism, public relations, or related field.
- Three-plus years as organization's spokesperson.
- 10+ years' experience in leadership roles with significant management, supervision, and budget authority.
- Demonstrated track record of building strong relationships with community leaders and influencers, and diverse constituencies.
- Experience working with the media.
- Ability to communicate complex issues and concepts.
- Demonstrated experience executing effective stakeholder outreach and proficiency with engagement tools and strategies.
- Strong written, verbal communication and presentation skills.
- Ability to establish and maintain positive, productive relationships internally and externally.
- Impeccable moral and ethical character.

Preferred Requirements

Ideal candidate will have:

Master's degree in business, advertising, marketing, communications, journalism, public relations, or related field. Accreditation in Public Relations by the Public Relations Society of America or related certification. Two plus years of business development experience. Experience with call center operations, issues management, and public affairs are also desirable.

Physical Capabilities

Primary functions require sufficient physical ability to work in an office setting; stand or sit for prolonged periods of time; operate office equipment including use of a computer keyboard; push, pull, lift, and/or carry light amounts of weight.

Computer Skills

Computer Skills: Microsoft office products and environment, Adobe Photoshop, Illustrator, Acrobat, web development.

Selection Factors

- Ability to think holistically and manage strategy on an organization-wide scale.
- Perform responsibilities with disciplined execution and meticulous attention to detail.
- Communicate transparently and collaborate openly. Remain flexible and demonstrate self-awareness and willingness to listen and learn.
- Ability to lead teams and integrate multiple perspectives. Establish structure and clear roles, organize and delegate, deal effectively with conflict.
- Proficiency with best practices in the fields of communications, marketing, public and media relations, stakeholder and employee engagement, and customer experience.
- Ability to quickly learn the STA system and services, policies and procedures, and applicable local, state, and federal regulations and procedures.
- Demonstrated commitment to public transportation.
- Ability to manage complex records, compose and understand complex and detailed correspondence and technical reports, and to perform all duties and responsibilities with a minimum of supervision.
- Ability to establish and maintain good public and employee relations
- Proficient in Microsoft Office applications and the ability to quickly learn new applications.
- Ability to gather and analyze complex information, consult with others, and accept responsibility for decisions.
- Ability to establish and maintain effective and professional working relationships.
- Ability to produce materials and documents on schedule for Board and committee meetings, maintain professional demeanor and courtesy.
- Represent Spokane Transit in professional and positive light to the community.
- Provide excellent customer service to all customers both internally and externally.

Wage

Salary as provided for in the STA Salary and Compensation Policy.

AA/EEO Notice

All qualified applicants will receive consideration for employment and will not be discriminated against on the basis of age, disability, ethnicity/race, national origin, religion, gender, gender identity, sexual orientation or veteran status.

Acknowledgement

I acknowledge that I have read this job description, and I feel that I can perform the essential functions of the position with or without reasonable accommodations.

Employee Name Printed

Date

Employee Signature