

**MONTGOMERY COUNTY GOVERNMENT
ROCKVILLE, MARYLAND
CLASS SPECIFICATION**

**Code No. 004479
Grade 21**

TRANSIT MARKETING SPECIALIST

DEFINITION OF CLASS:

This is professional non-supervisory work which involves marketing the County Government's bus system and other alternative forms of public and private transportation. Personal contacts include: other employees in transit related and support work units, to pass on and receive information and coordinate actions; civic association, business, political action and other group representatives and members, to make presentations and market alternatives to single occupant vehicle commuting; contractors and shopping mall managers and tenants, to explain the County's public transit programs and gain their cooperation in joint venture transit related plans and programs; and residents of and employees who work in Montgomery County, to present information and answer their questions and concerns about public transportation alternatives and facilitate their use of same. Contacts established by employees in this class of work are generally of a cooperative nature, and require communication skills to establish rapport and market the public transit system. While work involves meeting with citizens and other groups of people to inform them of the various public and private transportation modalities, it does not require providing direct public service or assistance on a one-on-one basis for a sustained period of time.

An employee in this class is responsible for devising and implementing transit marketing plans and strategies to influence citizens, employers and employees to substitute multi-passenger forms of transportation for single occupant vehicle commutation, and to provide technical assistance to developers and employers in formulating, developing and implementing traffic control plans/traffic mitigation agreements. Employees at this level of work are expected to proceed on their own both to make contact with employers, employees and citizens, and to devise a transit marketing plan which is specific to the needs of the person/group with whom they meet. Work efforts are measured against the number of contacts/presentations made by a Marketing Specialist, and the number of people who have moved to a multi-passenger form of transportation. Guidelines used by an employee in this class take the form of written Division policy and procedure documents as well as generally accepted transit marketing practices and techniques. Employees use these guides and their ingenuity to solve problems, address deviations and unique situations, and create solutions by devising alternatives to single occupant vehicle usage. Employees may suggest changes to standard operating procedures based on their experience in formulating individual and company-wide commutation plans. The complexity of this class of work is found in aligning commutation alternatives for employees, employers and citizens whose needs are often unique, individualized and may conflict with one another. Work complexity is also realized by the requirement to devise and make presentations in such a way as to overcome employer and employee attitudes toward public bus and rail services, as well as vanpooling and carpooling. The impact of properly performed work is realized by less single occupant vehicles during rush hour traffic and increased awareness and use of multi-passenger means of transportation. When attained, these accomplishments contribute to reducing traffic congestion, improved roadway usage, reduced noise and air pollution and, in some instances, improved transportation capacity which, in turn,

allows for more property development than would otherwise be possible. Work is normally performed in an office environment and occasionally in small to large meeting rooms which are appropriately lighted, heated, and cooled. Occasional traveling by car to employer locations is required of employees in this class. No unusual physical demands or hazards are associated with this work.

EXAMPLES OF DUTIES: (Illustrative only)

- Determines and develops marketing objectives and plans to effectively publicize and market County-operated transit system.
- Gathers and analyzes data on education, income, population, land use, housing, and other information relevant to service-area population and system riders, and makes recommendations to improve transit services.
- Markets, sells, and promotes the County's ridesharing services with members of the business community, civic associations, and residents of the County by presentations, displays, telephone calls, and preparation of informational materials (pamphlets, flyers, schedules, etc.).
- Meets with various community groups, chambers of commerce, and civic associations to explain public transportation routes, schedules, and services.
- Performs "match" services for persons interested in forming or joining car or vanpools.
- Plans, develops, implements, administers, and evaluates projects to increase the use of transit services, including projects to increase the formation and retention of car and vanpools.
- Evaluates the effectiveness and efficiency of the car and vanpool programs.
- Coordinates with marketing office of regional transit authority to disseminate bus and rail service information to target groups within Montgomery County.
- Coordinates with the County's Information Office to disseminate transit system news releases and other promotional information.
- Performs related duties as required.

MINIMUM QUALIFICATIONS:

Experience: Considerable (four (4) years) professional experience in marketing, advertising, public relations, or a closely related field.

Education: Graduation from an accredited college or university with a Bachelor's Degree.

Equivalency: An equivalent combination of education and experience may be substituted.

Knowledge, Skills, and Abilities:

- Knowledge of the principles, practices, and techniques of marketing, public relations and advertising.
- Knowledge of the transit services available in Montgomery County.
- Ability to make clear and effective oral presentations to business and public officials, civic associations and the general public.
- Ability to write creatively and to prepare publications and display materials.
- Ability to work tactfully, effectively and equitably with others.
- Ability to attend meetings or perform other assignments at locations outside the office, if necessary.

Licenses, Registrations, Certifications, or Special Requirements:

There will be no substitutions for this section.

Positions in this classification may be assigned duties which require the operation of a motor vehicle:

- Employees assigned such duties will be required to possess and maintain a motor vehicle operator's license valid Class "C" (or equivalent) from the applicant's state of residence.

PROBATIONARY PERIOD:

Individuals appointed to this class will be required to serve a probationary period of six (6) months, during which time performance will be carefully evaluated. Continuation in this class will be contingent upon successful completion of the probationary period.

MEDICAL EXAM PROTOCOL: Medical History Review.

Class Established: July 1980

Revised: May 1980

Classification Study: August 1992 (M)

August 2013

October 2014

Revised (Licenses requirement): September 2018