

LIVERMORE AMADOR VALLEY TRANSIT AUTHORITY

POSITION DESCRIPTION

POSITION Director of Customer Experience

CLASSIFICATION Exempt, Full Time Position

BRIEF POSITION DESCRIPTION

The Director of Customer Experience reports directly to the Executive Director and is responsible for directing and/or enhancing all customer-facing communications, products, and experience initiatives/projects for the Livermore Amador Valley Transit Authority (Authority) and its services.

SPECIFIC DUTIES AND RESPONSIBILITIES

- Develop and direct comprehensive, customer-focused strategic plans that enhance overall customer experience/communications for the Authority.
- Develop, implement and monitor customer experience initiatives.
- Oversee and manages the Authority's Call Center operations.
- Directs development of all Authority materials and collateral, including digital and printed information.
- Directs and develops use of customer communications tools including but not limited to the Complaints Database.
- Oversees the planning and improvements to the Authority's website, and social media tools.
- Oversees the development of partnership marketing contracts, creative briefs, and marketing procurements.
- Organizes the analysis of data from consumer research, ridership, social media, and other sources to craft the Authority's Annual Marketing Plan; oversees implementation of the Authority's Marketing Plan and campaigns.
- Oversees and administers the Authority's fare media and pass programs, including Clipper, Hacienda, Las Positas, and the Alameda County Student Pass Program.
- Serves as main point of contact of marketing to the advertising agency, third party partners and vendors and internal cross-functional departments.
- Possesses strong presentation skills and able to interface with executive level directors and the Authority's Board of Directors.
- Act as the Authority's Public Information Officer.
- Oversees the public outreach component of the Authority's Title VI program; participate in the development of the Agency's Title VI program.
- Develops and executes public outreach initiatives.
- Supervise staff. Hire, mentor, train, coach, and take appropriate corrective and/or disciplinary action. Coordinate staff training and professional development. Establish annual performance objectives and monitor/evaluate employee performance.

The employee shall work well under pressure meeting multiple and sometimes competing deadlines. The employee shall at all times demonstrate cooperative behavior with colleagues, supervisors, subordinates, contract service provider, external grant funding agencies, and the public.

The work of this position is primarily performed in an office setting, working at a computer, phone, etc. This position is full time in the office, but occasional teleworking is permissible. Occasional field work is also required.

KNOWLEDGE, SKILLS AND ABILITIES REQUIRED BY POSITION

- Ability to communicate effectively in writing, with clear and concise style;
- Strong grammar, editorial and proofreading abilities;
- Skills, knowledge and understanding of audiences, design principles, marketing strategies, public relations, advertising, research and planning techniques and philosophy;
- Knowledge of general principles, methods, practices of public outreach;
- Ability to research and quickly synthesize information;
- Ability to lead and coordinate projects;
- Ability to make effective public presentations;
- Ability to attend to detail and ensure accuracy of information;
- Knowledge of visual design software, such as Photoshop and InDesign;
- Knowledge of webpage design and programming, as well as with web content management systems.

LICENSE REQUIREMENTS:

Must possess and maintain a current, valid California Driver's License and satisfactory driving record (periodically drives LAVTA vehicles).

ORGANIZATIONAL RELATIONSHIPS

- Position reports directly to:
Executive Director
- Manages
Customer Service Supervisor
Customer Service Representatives
Senior Marketing and Outreach Coordinator
Marketing Intern
- Position coordinates with:
All LAVTA Personnel
LAVTA Board of Directors
LAVTA's Operations Contractor(s)
Representatives of Local, County, Regional, State and Federal Agencies
Local civic groups and businesses
Vendors/contractors

The public

QUALIFICATIONS

Education: Bachelor’s degree in Communications, Marketing, Business Administration, Journalism, Public Relations, Public Administration, or related field.

Experience: Seven (7) years’ experience in marketing, communications, or customer service, or any combination of training and experience that provides required skills, knowledge, and abilities noted above and including but not limited to the ability to manage projects effectively and exceptional oral and written communication skills.

Additional desired qualifications:

Graphic Design

Experience with Project Management and/or PMP Certification

HTML

GIS skills

Bi-lingual skills

Knowledge of social media platforms