



JOB CLASSIFICATION: COMMUNITY RELATIONS COORDINATOR
CLASSIFICATION NUMBER:
DEPARTMENT: ADMINISTRATION
REPORTS TO: ADMINISTRATIVE SERVICES MANAGER
STATUS: FULL-TIME, FLSA NON-EXEMPT

◆ Integrity ◆ Trust ◆ Common Truth ◆ Respect ◆ Compassion ◆

Position Overview

Under the Administrative Services Manager's direction, this position promotes the use of Grant Transit Authority to the public through strategic marketing programs; coordinates ridership and community outreach projects and programs; administers Agency website and social media; performs activities related to all marketing and Agency promotions, including public informational and on-bus communication materials; develops and promotes Agency communication and branding, both internally and externally; establishes and maintains community partnerships; and directs organizational participation in community events.

Knowledge of procedures, practices and terminology utilized within GTA is required, along with applicable federal and state rules and regulations. Individual must perform duties and responsibilities in a timely manner with a superior level of customer service, professionalism, organization, minimal supervision, confidentiality and independent judgment. The Community Relations Coordinator is a fundamental member of GTA's team and is significant in ensuring all applicable programs, procedures and services promote, support and guide GTA's mission, vision, values and culture. The Community Relations Coordinator reports to the Administrative Services Manager and work is reviewed for evaluation of professional judgement and knowledge, compliance with GTA policies and achievement of results consistent with established objectives.

Essential Duties and Responsibilities

The duties and responsibilities listed below are intended only as examples of the various types of functions that may be performed. The omission of specific duties and responsibilities does not exclude them from the position if work is similar, related or a reasonable assignment of the position.

- Under the guidance of the Administrative Services Manager, develops, implements, and oversees specific marketing programs, strategies, plans, and objectives to raise awareness and use of GTA's transit system by key target audiences. Prepares, coordinates, and implements specific programs, promotions, and presentations to support community awareness, use, and involvement of GTA's transit system.
- Analyzes marketing programs and adjusts strategy and tactics to increase effectiveness; ensures all activities are aligned with the overall Agency vision and values.
- Administers the Agency website and oversees the creation and posting of content. Monitors functionality and response, and keeps content current.
- Administers the Agency's social media sites and new media for the Agency, supporting rider, public, and business communications and constituent relations.
- Produces a variety of materials for marketing purposes to both English and non-English speaking audiences, for both internal and external use, including but not limited to: advertisements, newsletters, flyers, posters, signage, brochures, photos, videos, and web-based outreach media; drafts press releases and assists with the publications and communications.
- Produces and distributes on-vehicle information, rider alerts, and other customer communications as needed and/or required. Prepares marketing reports by collecting, analyzing, and

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summarizing pertinent data.

- Plans promotions and events by identifying, assembling and coordinating requirements; establishes contacts; develops schedules and assignments; coordinates mailing lists.
- Coordinates community-based activities including marketing campaigns, site-based promotions, special events, sponsorships and cross-promotions. Coordinates with local jurisdictions, partner agencies, press and advertising contacts, and community vendors and partners. Represents Agency in community events.
- Responsible for Agency community liaison duties, including: advocating Agency plans, goals, and objectives; thoroughly answering public inquiries and questions; and conducting informative and effective community presentations.
- Performs community outreach and travel-trainer functions, educating new riders and/or members of the community on pertinent route and system information, conducts ride-along tours and performs any other applicable duties necessary to assist and/or inform members of the public.
- Maintains updated inventory of promotional materials.
- Monitors and ensures accurate information on all communication materials.
- Monitors department budget by comparing and analyzing actual results with plans and forecasts; adjusts as necessary.
- Makes recommendations in the development of department work plans and monitors work activities to ensure effectiveness and productivity.
- Accomplishes organizational and departmental goals by accepting ownership for accomplishing new and different tasks; explores opportunities to add value to overall Agency accomplishments.
- Ensures effective and professional responsiveness and compliance with community and contractual commitments.
- Establish and maintain effective working relationships with media and advertising contacts.
- Works with and assists the Administrative Services Manager and other management members in establishing and achieving GTA and departmental goals.
- Ensures the GTA Board and management team have accurate and timely information within the area(s) of responsibility that contributes to decisions on the future strategic direction of the Agency. Prepares reports and/or gives presentations at meetings as needed or requested.
- Serves on committees and assists with coordinating special events as directed and/or needed; represents GTA at various meetings within the community, at local, state and national level(s).
- Performs duties in support of continuous growth and forward-thinking vision.
- Gathers, summarizes, and analyzes a variety of information within area(s) or responsibility to provide accurate information for meetings, reports, presentations and correspondence, as well as effective marketing strategies; prepares, maintains and distributes records, reports, statistics and other materials for Agency use and for local, state and federal agencies as required; effectively integrates applicable information into planning processes; and makes projections and recommendations to assist other members of management in developing planning strategies.
- Updates job knowledge and skills as needed and/or required.
- Takes responsibility for content and quality of work assigned, and continuously demonstrates commitment, empathy, fairness, and integrity.
- Advocates and actively participates in continuous improvement of the Agency; assists team members when needed; and supports the Agency workforce at all times.
- Completes tasks and responsibilities in a thorough, accurate manner and meets key deadlines.
- Maintains punctuality, reliability, and regular attendance to contribute to the efficient and effective delivery of transportation service(s) and associated duties.
- Establishes, maintains, and supports effective and respectful working relationships; gives and accepts constructive feedback; and supports a safety culture agency-wide.
- Performs other duties as assigned, needed, and/or required of a similar nature or level to make GTA an outstanding transit agency.

Desired Minimum Qualifications

Knowledge

Knowledge of administrative and marketing practices, concepts, methods and strategies; principles and practices of prudent business communication and acumen; strong interpersonal relations skills; public speaking techniques; customer service skills and techniques; computer operations, including high level of proficiency in Microsoft Office and Adobe applications, with high level working knowledge in graphics arts software, capabilities and requirements of a networked computer system, social media and website applications and marketing/event planning software; working knowledge of principles, practices, procedures and methods involved in a modern public transportation system and fleet operations; GTA transit areas, amenities and Grant County road/street system; Public Disclosure Commission (PDC) policies; public transportation operators' methods, policies and procedures; record-keeping practices and procedures; budget development and control; local, state, regional and federal agencies involved in transit planning and development; correct English usage, including spelling, grammar and punctuation; mathematical computation and operations, including basic addition, subtraction, multiplication, division, units of measurements, ratios, rates, percent, graphs, and monetary units; GTA organization, ordinances, rules, policies, procedures and operating practices related to areas of responsibility; terminology, work processes and local, state and federal requirements applicable to areas of responsibility.

Skill

Skills to perform multiple technical and strategic tasks with a potential need to upgrade skills in order to meet changing job conditions and/or requirements; highly detail-oriented and strong organizational skills; high level writing and composing; marketing, project management and performance measurement; community service and public interaction skills; strategic and proactive philosophical skills, with results-oriented mindset; operate computers, website, databases, networks, and other pertinent software applications to create documents and materials requiring input, interpretation and manipulation of data; operate standard office equipment, including but not limited to computers, multi-line telephone systems, two-way radio, calculators, copiers, and fax machines; effective verbal, listening and communication skills; possess cultural awareness and sensitivity; stress management and time management skills; read material such as manuals, reports, periodicals, and newspapers; manage and complete assigned projects; and prepare and maintain accurate, manual and computerized records and documents.

Ability

Ability to plan, organize, coordinate, manage and control the functions, programs, services, and activities within applicable department; provide support, information and assistance for team members to assure optimum service to GTA; develop strong relationships within community and Agency, and work with executive team; develop and implement effective department goals, objectives, policies, procedures, work plans, timelines, programs and services; analyze impact of new local, state and/or federal legislation on GTA policies and develop and/or modify policies and programs as required; analyze, evaluate and compile data, records and reports to develop metrics and department plans that support decision-making, strategic alignment, resource allocation and subsequent Agency campaigns; provide technical expertise and assistance to GTA management and the Board regarding areas of assignment; attend Board and management meetings as requested to present and explain reports and issues related to areas of assignment; communicate effectively both verbally and in writing; prepare and deliver effective oral presentations before large and small groups; develop; participate in GTA policy development; follow safe work practices and identify occupational hazards and/or potential hazards; represent GTA at meetings and in the community; quickly and effectively learn activities, practices and procedures related to area(s) of responsibility; maintain the highest level of confidentiality and security of records; maintain self-control and professional attitude when dealing with hostile persons or under adverse conditions; manage multiple and changing priorities to meet the needs and expectations of GTA and public; analyze situations accurately and implement an effective course of action when needed; follow verbal and written instructions, and perform tasks with minimal supervision; organize, set priorities, take initiative and exercise sound independent judgment in crisis situations within areas of

responsibility; manage multiple and changing priorities to meet the needs and expectations of GTA management, staff and public; handle stress and continue to perform all duties and provide service to public in a timely, courteous and responsible manner; prepare clear, accurate, and concise records and reports; use a high degree of discretion and diplomacy in dealing with sensitive situations and concerned citizens; establish, maintain and promote highly effective working relationships with GTA management, committee members, staff, community members and others encountered in the course of work.

Physical and Mental Demands

The physical and mental demands described here are representative of those the incumbent must meet to successfully perform the essential functions of this position. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Physical Demands

While performing duties and responsibilities of this position, incumbent is regularly required to sit, walk and stand for extended periods of time; talk and hear, both in person and via telephone; use hands repetitively to finger, handle, feel or operate equipment; reach with hands and arms, including above shoulders; bend, twist and/or stoop; push and/or pull moderate to heavy amounts of weight; kneel, crouch and/or crawl; ascend or descend stairs, walk or stand on uneven surface(s); and lift and/or carry up to 25 pounds on a regular basis without physical limitations. Must be able to safely operate vehicles, including small to large vans. Specific vision abilities required by this position include close vision, distance vision and the ability to adjust focus.

While performing duties such as assisting customers and setting up event materials, the incumbent may be required to lift, push/pull, load/unload occupied wheelchairs, and set up/take down equipment weighing up to 50 pounds.

Mental Demands

While performing duties and responsibilities of this position, incumbent is regularly required to use written and verbal communication skills; read and interpret data, information and documents; use intermediary reasoning skills to apply principles of rational systems to analyze and solve practical and complex problems; effectively cope with elevated stress; observe and interpret people and situations; learn and apply new information or skills; make necessary decisions and solve problems based on subjective or objective criteria; make frequent changes of tasks involving different aptitudes, technologies, procedures, working conditions, or degrees of attentiveness without loss of efficiency or composure; work under intensive deadlines with frequent interruptions; positively interact with management, co-workers, customers, and others encountered in the course of work.

Environmental Conditions

The work environment characteristics described here are representative of those an incumbent encounters while performing essential functions of this position. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Work is predominately inside and generally provides protection from weather conditions, but not necessarily from temperature changes.
- Noise Level: incumbent works under typical office conditions, with a generally quiet noise level.

In certain situations, an employee may occasionally work near moving equipment, be required to travel distances; may be required to drive and experience adverse weather, road and/or traffic conditions. and be exposed to chemicals, airborne fumes or odors, outdoor weather conditions and loud, prolonged noise.

Education, Experience, Licensing and Special Requirements

- Bachelor's degree in marketing, economics, sociology, public and/or business administration, or closely related field, and/or equivalent relevant experience, which is deemed, per management discretion, to have provided the same level of knowledge and skill.
- Three (3) years of increasingly responsible experience that produced broad knowledge of marketing and community-driven strategies, concepts, and practices.
- Strong computer skills, including Microsoft Office and Adobe, and hands-on experience with digital marketing tools, social media platforms, graphic design, and content creation skills.
- Superior performance and work history; relevant leadership and decision-making skills; and solid business acumen, community-oriented and communication skills.
- Current and valid Washington State Driver's License with an acceptable driving record or the ability to obtain the license within six (6) months of employment.
- Must maintain an acceptable driving record level throughout employment, which will be monitored by periodic reviews of the Motor Vehicle driving profile.
- Successfully pass pre-employment criminal background reports and drug and alcohol screening.
- The standard work schedule is generally a variant of 8:00 a.m. to 5:00 p.m., Monday through Friday, totaling forty (40) hours per workweek, with occasional overtime as required. The position requires flexibility to attend evening and weekend meetings and/or events and to work varying hours and days, including occasional weekends and holidays, based on departmental and operational needs. Reliable transportation to and from assigned work locations is required.