

Transit Marketing & Rider Experience Coordinator

(Contract up to May 2025)

Transit Department

Working for the City of Burlington

A great career is closer than you think. Come work for the City of Burlington, where you'll be joining an innovative and progressive workplace focused on building a 21st century city that respects the diversity of our residents, visitors, and employees; and prioritizes continuous opportunities for you to learn and grow.

We don't just spend time attracting the best talent. We spend time and resources to keep the best talent. This may include: flexible working hours, mobile and hybrid working arrangements, a great benefits package, as well as programs to foster innovation and leadership.

Job Number

TRT-113-22

Employee Group

Non-Union

Employment Status

Contract/Job Rotation

Location

This position is temporarily working both remotely and in person due to COVID-19. Once our offices fully re-open, and when working in person, you will be based out of 3332 Harvester Road, Burlington, ON. This position may be eligible for a hybrid working arrangement. Work location is subject to change at the discretion of the City due to operational demands.

Position Overview

The Transit Marketing and Rider Experience Coordinator develops and implements transit marketing programs and oversees the customer service and transit rider experience for Burlington Transit.

Responsibilities

The Transit Marketing and Rider Experience Coordinator:

- Develops, implements and monitors short and long-range marketing programs including the development of annual marketing and campaigns to promote Burlington Transit to current and new riders. This includes advertising, sponsorship, and partnerships
- Develops and implements communication strategies.
- Responsible for updating the Burlington Transit website content and social media with relevant and timely communications regarding transit initiatives, projects, service enhancements and service disruptions. This position works closely with Corporate Communications and Engagement.

We thank all applicants and advise that only those to be interviewed will be contacted.

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- Carries out market research to identify potential growth areas or opportunities for transit services or programs.
- Measures and evaluates the effectiveness of marketing programs and initiatives, identifying areas for improvement or policy development. Sets performance standards and deliverables for the marketing programs. Develops transit advertising standards and performance monitoring programs.
- Coordinates, promotes, and implements transit events and rider engagement workshops.
- Liaises with external agencies (PRESTO, OPTA) to coordinate broader marketing programs.
- Oversees the handling of customer feedback and ensures that complaints are routed and responded to in a timely manner. Makes recommendations for changes in service delivery based on customer feedback received.
- Makes recommendations and works with the Planning and Business Services team to identify improvements to ensure proper customer communication and understanding.
- Researches, writes and edits a wide variety of print and electronic publications (including reports, media releases, briefing notes, backgrounders and advertisements) to communicate and increase the public understanding of transit-related issues, as well as to engage the public in local transit projects/initiatives.
- Coordinates with Corporate Communications and Engagement and external service providers on Transit-related signage, publications, social media and web-based communications.
- Leads transit projects related to enhancing the rider experience.
- Maintains effective relations with media, identifies and encourages opportunities for positive coverage of Burlington Transit and responds effectively to media inquiries to promote and enhance Transit's image.
- Provides day to day supervision. This role also co-ordinates contract consultants retained by the city to carry out marketing services.

Requirements

Qualified candidates will possess a University Degree or College Diploma in Marketing, or a related discipline paired with 3-5 years experience in marketing, communications and/or customer service. Qualified candidates will also have proficiency in writing and event coordination, along with the ability to use Office, Web, presentation and publishing programs, and various technology.

The successful candidate will be flexible and responsive to deadlines, work well independently, and be creative and artistic while confidently leading a team of one (1) full time and up to four (4) part time Ticket and Information Clerks.

This position may require occasional travel between sites and/or City facilities and must provide own transportation.

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Additional Information

All City of Burlington staff are required to be fully vaccinated as a condition of hire in accordance with the City's COVID-19 Staff Vaccination Policy. For more information on this policy, please click on the following link: <https://www.burlington.ca/en/your-city/career-opportunities.asp>

Salary Range

\$82,534 - \$103,168 (Grade 10 – Under Review)

Posting Close Date

May 18, 2022

How to Apply

To apply, please visit www.burlington.ca/careers and click on "View Jobs". Please note that applications are only accepted online. If you require assistance, please contact Human Resources at 905-335-7602.

Accommodations

In accordance with the Accessibility for Ontarians with Disabilities Act, the City of Burlington accommodates the individual needs of applicants with disabilities within the recruitment process. Please call us at 905-335-7602 or email us at: hr@burlington.ca if you require accommodation to ensure your equal participation in the recruitment and selection process.

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