



## **Toronto Transit Commission (TTC)**

### **Head, Marketing and Customer Experience**

The Toronto Transit Commission (TTC) is North America's third-largest transit system and has been recognized as one of the top places to work in the Greater Toronto Area. Guided by a forward-thinking [strategic plan](#), the TTC's vision is to be a transit system that makes the City of Toronto proud. The TTC's recruitment efforts are directly aligned to its mission of providing "a reliable, efficient, and integrated bus, streetcar and subway system that draws its high standards of customer care from [its] rich traditions of safety, service and courtesy."

Central to the provision of service excellence are the people behind delivering it; within this framework, it's important to acknowledge the indelible impact that diverse organizations have on the customer experience, uniquely positioning such organizations to deliver an experience that's truly nuanced and continuously improves. It's within this context that the TTC—dedicated to *the better way* in all its forms—invites nominations and applications for the role of ***Head, Marketing and Customer Experience***.

Reporting to the Chief Strategy and Customer Officer, the Head of Marketing and Customer Experience will assume the responsibility of identifying, cultivating, and implementing fresh and innovative approaches to marketing the system all while enhancing TTC's customer experience and brand; put another way, this position holds accountability for the overall customer experience strategy, encompassing marketing and branding strategies as well as digital and traditional customer communications. The Head of Marketing and Customer Experience oversees a large team, including Customer Experience, Customer Communications, Customer Service Centre, Marketing, Printing Services, Design and Wayfinding, and TTC Special Events, which includes the TTC Rewards and Recognition programs. This role also involves strategic and tactical coordination with other departments within the TTC and with external partners.

#### **Qualifications**

Among the qualifications being sought in candidates, the incoming leader must have a deep and abiding commitment to advancing reconciliation, equity, diversity, and inclusion in all its forms and must believe, intrinsically, in the importance of leading with curiosity and welcoming ideas that can later be synthesized and turned into possibility. While all candidates are encouraged to apply and, in so doing, share how

they see themselves adding value to the TTC environment, the following credentials and/or experiences are seen as possible markers of the candidates most likely to realize success in the role: A) several years of extensive experience in marketing, branding, customer experience, market research, and advertising; B) superior knowledge of business and project management policies, principles, risk assessment, and communication theory; C) demonstrated leadership experience in driving innovation and achieving corporate goals with large teams; D) proficiency in utilizing social media, content management systems, and website applications to enhance customer experience; and, E) a degree in a field relevant to the position, or a combination of skills development and progressively senior leadership experience as a marketing professional.

### **How to Apply**

*The TTC is committed to upholding the values of equity, diversity, anti-racism and inclusion in the delivery of its services and in its workplaces and is committed to fostering a diverse workforce that is representative of—at all levels of the organization—the communities that it serves. The TTC supports an inclusive environment where diverse employee and community perspectives and experiences bring value to the organization.*

*The TTC encourages applications from all applicants, including members of groups with historical and/or current barriers to equity, including but not limited to Indigenous, Black and racialized groups, people with disabilities, women and people from the LGBTQ(IA+) community. The TTC values and supports an inclusive and barrier-free recruitment and selection process. In accordance with the Accessible Canada Act, 2019 and all applicable provincial accessibility standards, accommodation will be provided throughout the recruitment process to applicants with disabilities.*

*The TTC is partnering with BIPOC Executive Search to ensure an applicant list that is diverse and is as intersectional as possible. All interested applicants can send their resume to Urmilla Khan by e-mailing [ukhan@bipocsearch.com](mailto:ukhan@bipocsearch.com), or can apply through the BIPOC Executive Search mobile app.*

*We thank everyone for their expression of interest—and are truly appreciative of the time individuals put into applying—but with the limitations of time only those selected for an interview will be contacted.*