

## **Manager, Marketing**

The Regional Transportation Authority (RTA), located in downtown Chicago, is currently accepting applications to fill the position of Manager, Marketing.

Under the direction of the Director of Communications, leads, coordinates and implements advertising, marketing and public information programs of the RTA and Service Boards (CTA, Metra and Pace) to promote the use and coordination of and transfers among public transportation services in the RTA service region which leads to an effective growth in ridership. Primary responsibilities include the design and development of programs, marketing campaigns, projects and activities to increase usage and awareness of transit system services and programs. Produces and disseminates promotional materials and information and maintains favorable public image for the agency.

Responsibilities include but are not limited to:

1. Manages RTA marketing program including developing strategy, implementing and evaluating image and promotional campaigns for agency products, programs and services.
2. Leads development of regionally coordinated and consolidated sales, marketing, advertising and public information strategy and programs in conjunction with Service Boards with the goal of effectively growing ridership.
3. Negotiates advertising and marketing plans and contracts with outside sales representatives.
4. Serves as project manager for drive less. live more. congestion mitigation campaign that aims to reduce traffic congestion while improving air quality.
5. Identifies, recommends and manages strategic sponsorships and community events to promote RTA products, programs and services; staffs events and recruits colleagues as needed.
6. Oversees the creation and production of marketing collaterals and service materials to promote RTA products, programs and services.
7. Establishes and manages agency standards for branding of RTA products, programs and services.
8. Procures, manages and monitors consultants and vendors.

The ideal candidate must possess a Bachelor's Degree in Marketing, Public Relations, Communications, or related field or equivalent work experience.

The ideal candidate must possess a minimum of five (5) years progressively responsible experience in marketing and/or public relations ideally in the transportation industry or with a planning or public service agency. Experience developing and managing major advertising and marketing campaigns, researching and conducting media buys, managing campaigns that target diverse markets, conducting or managing market research, and producing and disseminating creative collateral materials required. Strong decision-making and workload management skills, ability to exercise prudent independent

judgment, budget management, excellent verbal and written communications skills, strong interpersonal skills, and proficiency in Microsoft Office suite.  
Minimum Starting Salary: \$70,383

The RTA offers a competitive compensation and benefits package. Relocation is not available. For more information about the RTA, visit our website at [www.rtachicago.com](http://www.rtachicago.com) .

Please submit a cover letter, resume and salary history to:  
Regional Transportation Authority  
Human Resources, Attn: 08-MM  
175 W. Jackson, Suite 1550  
Chicago, IL 60604

To apply online, go to: <https://www.rtachicago.com/jobposting/?job=13>

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