

# 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 Deputy Executive Director, 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 initiatives including developing strategies, incorporating market research, and implementing and evaluating results of agency products, programs and services.
2. Leads development and implementation of regionally coordinated and consolidated sales, marketing, advertising and public information strategy and programs in conjunction with the Service Boards.
3. Identifies, recommends and manages strategic sponsorships and community events to promote RTA products, programs and services. Organizes and staffs events and recruits colleagues to participate as needed.
4. Oversees the creation, production and distribution of marketing materials to promote RTA products, programs and services.
5. Manages agency's graphics standards for RTA branding.
6. Procures and manages advertising and marketing consultants and vendors.

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

The ideal candidate should possess a minimum of five (5) years progressively responsible experience in marketing or a related field preferably in the transportation industry or with a planning or public service agency. Experience developing and managing major advertising and marketing campaigns with measurable results, managing campaigns that target diverse markets, conducting or managing market research, and producing and disseminating highly creative collateral materials required. Incumbent must possess excellent verbal and written communications skills, strong interpersonal, negotiating and diplomacy skills, ability to multi-task, prioritize and meet tight deadlines, budget management experience, and proficiency in Microsoft Office suite.

Minimum Starting Salary: \$74,500

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: 11-MM  
175 W. Jackson, Suite 1550  
Chicago, IL 60604

To apply online, go to: <https://www.rtachicago.com/jobposting/?job=80>