



JOB TITLE	DEPARTMENT	REPORTS TO
Communications & Operations Manager	Transportation	Director of Transportation

Position No: 78013	Length of Work Year: 12 Months
Salary Schedule: P07	Date Approved: 12/12/17
FSLA: Exempt	Date Revised: 1/11/18; 6/28/21

JOB GOAL
Work to propel a transportation's image through consistent messaging and strategy. Development of brand collateral to developing internal and external communications, training and marketing strategies. Liaise with media to help the brand gain exposure in local, state, national media. Perform managerial and supervisory duties for the Transportation Department's call center alongside effectively creating and communicating with internal and external customers.

MINIMUM QUALIFICATIONS
<ol style="list-style-type: none"> 1. High school diploma or equivalent. Bachelor's degree preferred. 2. Valid Florida Driver's License. 3. Thorough understanding of call-center operations, including the development of processes and data-elements to permit the monitoring and evaluation of call-center employees. 4. Experience working with technology used in transportation and call center operations. 5. Minimum of five (5) years of successful supervisory experience related to call-center and customer-service related operations. 6. Ability to follow and give instructions (verbal and written) in the completion of an assigned task. 7. Knowledge of district geography preferred, along with customer service background. 8. Ability to perform the functions of the position. 9. 3+ years prior experience working in a marketing or communications role. 10. Proven success designing and executing marketing and communications strategies and campaigns. 11. Up to date on industry trends and able to stay ahead of the curve. 12. Excellent organizational and project management skills and ability to meet deadlines. 13. Must be able to think analytically and strategically. 14. Capable of working well as part of a team as well as independently. 15. Great multitasker and capable of simultaneously managing multiple projects with different deadlines. 16. Superior written and verbal communications skills.
DUTIES AND RESPONSIBILITIES
<ol style="list-style-type: none"> 1. Has the primary responsibility to implement the efficient operation of the Transportation Department's call center. 2. Supervise the daily operation of the coverage of routes where the regular employee is absent. 3. Produce School Messenger calls as needed to facilitate mass communications to parents. 4. Maintain positive customer service environment using call center and technology to provide accurate and timely communications with school bus drivers, bus aides, schools, district staff, parents, law enforcement and the public in matters concerning transportation.

5. Assists with maintaining up to date substitute vehicle and driver information in transportation databases.
6. Serves on various District and community committees to advocate for the District's interests and to assess the impact on the transportation operation.
7. Analyzes various reports and software to assess effectiveness of department in fulfilling its responsibilities.
8. To perform assigned tasks in a timely and efficient manner with a high standard of quality.
9. To perform other duties as assigned by the supervisor.
10. Develop and implement training, marketing and communications campaigns and strategies and monitor their success.
11. Define key performance indicators for each communications channel which will indicate a campaign's level of success.
12. Determine strategic communications and training campaigns that will help further organizational goals.
13. Create internal communications protocols and initiatives that will foster employee moral
14. Oversee the creation of training, marketing and communications collateral to ensure that it is consistent with the organization's brand, including white papers, website copy, and more.
15. Write and deliver internal newsletter on a monthly basis.
16. Represent the organization at events and press conferences.
17. Reach out to influencers, media and beyond in order to arrange story placement on a county, state and national level.

PHYSICAL DEMAND CLASS:

Physical Demand Class: Light (L) - Frequent lifting and carrying of objects weighing 10 pounds or less. Infrequent lifting and carrying of objects weighing 11-35 pounds. Frequent walking and/or standing is required to carry out duties.