



Greater Cleveland  
Regional Transit Authority

1240 West 6th Street  
Cleveland, Ohio 44113-1302  
Phone: 216-566-5100  
riderta.com

Job Title **Supervisor of Digital & External Marketing**  
Location **In person full-time position at main office (1240 W. 6<sup>th</sup> St., Cleveland OH 44113)**

The Greater Cleveland Regional Transit Authority (GCRTA) is searching for a **Supervisor of Digital & External Marketing** to join its Marketing team.

**Position Summary:** The Supervisor of Digital & External Marketing develops, implements, tracks, and optimizes GCRTA digital marketing strategies and campaigns to build GCRTA's brand awareness and promote value and service across all digital channels. Manages one direct report and coordinates content marketing (including website and print) as part of external marketing plans and strategies; develops and maintains key relationships (internal and external) with stakeholders. Guides project timelines, budget, staffing, and resources requirements and leads the production and posting of video content and drives content creation to ensure goals for messaging, engagement, and sales or services are met. Has a strong understanding and use of digital marketing tools to lead integrated digital marketing campaigns from concept to execution; analyzes, reports on, and adapts methods to optimize future efforts. Oversees development of e-marketing content to attract and retain followers including customers and the public to GCRTA's social media channels and website to engage with content. Develops and expands community partnerships, activities, and plans and manages events to build brand awareness, strengthen credibility, and establish GCRTA as providing essential service and increasing value to the Northeast Ohio and Greater Cleveland community.

**Minimum Requirements:** Applicants must have a bachelor's degree in marketing or related field of study and five (5) years of experience in digital marketing or related field such as marketing, social media, video creation and editing, community relations, staff or volunteer, and event management. Strong written and oral communication skills required, able to lead and coach others to use technology and generate content. Certificate(s) related to digital marketing, website development/optimization, social media, or Google certification beneficial. Prefer social media marketing experience, teambuilding, leadership, project management, and related work that involves interacting with a variety of businesses, organizations, and community groups throughout the Greater Cleveland area, and developing digital campaigns and marketing or promotional materials.

**Working Conditions:** *In person.* The working conditions described below are representative of those an employee encounters while performing the essential functions of the job. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential job functions.



**Environmental Conditions:** This position requires an *in-person*, regular 40-hour weekday work schedule with some occasional evening and weekend hours. This employee will work predominantly in an office type environment in GCRTA's main office.

**Physical Demands:** While performing the duties of this job, the employee is regularly required to sit for up to 8 or more hours a day. The employee is frequently required to see, hear and speak. The employee may be required to work at a computer video display terminal for more than 5 hours a day.

**Mental Demands:** Reading, studying focused listening, auditing, inspecting, proofreading, and evaluating. Ability to give, receive and analyze information and prepare written materials. Ability to communicate effectively (verbal and written); interpret policy, procedures, and data.

**SELECTION PROCESS:** This is a non-bargaining exempt level position. Merit system rules do not apply. No Eligible list will be established. The selection process will include one or more components to demonstrate applicants' knowledge, skills and abilities in job related areas. These may include exercises such as practical demonstrations, written communications, oral interviews and/or competency assessments.

**How To Apply:** online at <https://www.riderta.com/careers>, click **Apply Now** and then **Conduct an Advanced Search** for Marketing & Communication, and look for Job Title 1061 Supervisor of Digital & External Marketing.

### **About Greater Cleveland Regional Transit Authority**

The Greater Cleveland Regional Transit Authority (GCRTA) provides transportation services for 150,000-200,000 customers on a typical weekday, or about 45 million rides annually, through a variety of services, including HealthLine, bus, Paratransit, light rail, heavy rail, and vanpools. GCRTA is the 2019 recipient of the prestigious American Public Transportation Association (APTA) Gold award for Bus Safety & Security Excellence. We are proud to be one of northeast Ohio's major employers with a workforce of over 2,100 employees carrying out our mission of Connecting the Community. We offer a wide range of comprehensive benefits and programs to support the health and wellness of employees and family members including health benefits (medical, dental and vision), a wellness incentive program and participation in the Ohio Public Employee Retirement System (OPERS).