

## DIRECTOR OF PASSENGER SERVICES (TRANSPORTATION)

DISTINGUISHING FEATURES OF THE CLASS: Under the general supervision of the Commissioner and Deputy Commissioner of Transportation, an incumbent of this class is responsible for conducting the public relations and information effort promoting the use of public transit facilities and services. This position is also responsible for investigating complaints, conducting passenger surveys and serving as a liaison with public officials, corporations and the public regarding the marketing of transportation services. Supervision is exercised over a staff consisting of professional and paraprofessional personnel.

### EXAMPLES OF WORK: (Illustrative Only)

Directs various advertising, promotional and merchandising campaigns, public relation techniques and public education regarding the availability of transportation services and programs;

Develops the copy for newspapers, magazines, radios and outdoor displays advertising and promoting various programs, including but not limited to the: new timetables, transit map, Transportation Information Bureau, FareFree, Uniticket, new routes, PASSPORT, HOMEFREE, etc.;

Supervises the preparation of all graphics, layouts and mechanicals associated with the printing of all passenger information systems and services, including but not limited to the systemwide transit map, individual route strip maps, line timetables, transfers and tickets, passenger newsletters, promotional brochures, public service posters, bus stop signs, bus route and destination signs, etc.;

Develops a public information system for handling all written requests for maps, timetables, statistics, the disposition of complaints and dissemination of information concerning transportation programs and services;

Develops, conducts and analyzes user preference surveys to determine the utilization of present transportation services and community demand for new or improved services;

Identifies the projected benefits, associated costs, evaluation criteria, target populations and media of presentation for all advertising, promotional and merchandising campaigns;

Directs the training programs for the departments Telephone Information Assistants;

Maintains liaison between the Department and the mass communication media, the bus companies, other governmental marketing agencies, local officials, public and private institutions, major companies and corporations, interested citizens, group and committees regarding the marketing of transportation programs and services.

REQUIRED KNOWLEDGE, SKILLS, ABILITIES and ATTRIBUTES: Thorough knowledge of public information and relations techniques and procedures; good knowledge of the Westchester County public transportation system; ability to effectively communicate orally and in writing; ability to direct and supervise the work of subordinates; ability to select the most effective media strategy to promote departmental services; tact; creativity; congenially; resourcefulness; physical condition commensurate with the demands of the position.

MINIMUM ACCEPTABLE TRAINING AND EXPERIENCE: A Bachelors Degree\* and either: (a) five years experience in transit or corporate public relations, marketing, public affairs or public information work, two years of which must have been in a supervisory capacity; or (b) a Master's Degree\* in marketing, communications, public relations or a related field, and three years experience as listed in (a), including the supervisory experience; or (c) a satisfactory equivalent combination of training and experience as defined by the limits of (a) and (b).

\*SPECIAL NOTE: Education beyond the secondary must be from an institution accredited or recognized by the board of regents of the New York State Education Department as a post-secondary, degree-granting institution.

SUBSTITUTIONS: Education toward a Master's Degree may be substituted at the rate of 30 credit hours for one year of experience, up to a maximum of two years.