



# JOB DESCRIPTION

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<b>Position</b>	Senior Digital Resource	<b>Department:</b>	External Affairs & Communications
<b>Title:</b>	Specialist	<b>Supervises:</b>	N/A
<b>FLSA Status:</b>	Non-exempt	<b>Incumbent:</b>	
<b>Reports To:</b>	Chief Communications and External Affairs Officer		

**JOB SUMMARY:** The Senior Digital Resource Specialist at TARTA plays a pivotal role in creating, managing, and optimizing digital assets and information to enhance the efficiency and effectiveness of public transit operations. As a key member of our Communications & Marketing team, you will be responsible for creating and designing marketing and communications collateral, such as brochures, digital messaging and graphics, and other documents, for internal and external stakeholders.

## **ESSENTIAL FUNCTIONS:**

### Marketing Responsibilities

- Designs marketing, outreach, promotional and educational materials
- Oversee the transit agency's website, ensuring it provides accurate and up-to-date information for passengers.
- Manage online resources such as mobile apps and social media profiles to enhance the digital passenger experience.
- Organize, catalog, and maintain digital assets such as maps, schedules, photographs, and videos.
- Devises and coordinates photo and video opportunities
- Ensures that all materials created present a clear, unified, and positive image for the organization and/or brand.
- Troubleshoot and resolve issues related to digital resources and technology.
- Stay updated on industry trends and best practices in digital resource management and transit technology.
- Propose and implement improvements to enhance the agency's digital capabilities.
- Ensure that digital resources and platforms comply with accessibility standards (e.g., ADA compliance) to accommodate passengers with disabilities.
- Designs, TARTA route maps, and timetables in support of Planning & Scheduling Department
- Manage relationships with third-party vendors and contractors providing digital services or solutions.
- Provides support role at times for other departments as necessary.
- Collect feedback from passengers and internal users to enhance the digital user experience and make necessary improvements.
- All other duties as assigned.



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## KNOWLEDGE, SKILLS & ABILITIES:

- Bachelor's degree in design, communications, marketing, public relations or related field preferred.
- 3 (3) years of experience in graphic design, communications, marketing, publications, or a related field preferred.
- Excellent verbal and written communication skills.
- Extremely proficient with Microsoft Office Suite and desktop publishing software.
- Extremely proficient in graphic design software such as Adobe Illustrator, Adobe InDesign and Photoshop preferred.
- Proficient in managing website content and online platforms.
- Understanding of UX principles to enhance the user experience of digital resources.
- Understanding of latest industry trends and best practices in digital resource management and transit technology.
- Awareness of data security measures and privacy regulations to protect sensitive information.
- Knowledge of accessibility standards and regulations, such as ADA, for ensuring digital resources are inclusive.
- Prolonged periods sitting at a desk and working on a computer.
- Must have availability after hours and on weekends.
- Must be able to lift up to 15 pounds at times.

I understand the above duties are not all inclusive and may be changed as needed. I further understand that if I have questions, I must ask my supervisor for clarification.

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Employee Signature

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Date

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