



Yuma County Intergovernmental Public Transportation Authority

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Job Title: Brand Ambassador

Department: Yuma County
Intergovernmental Public
Transportation Authority
(YCIPTA)

Salary Range: \$41,600 - \$56,500

Summary and Purpose:

We are seeking a dynamic and enthusiastic Brand Ambassador to represent our organization. The ideal candidate will be passionate about our public service, possess excellent communication skills, and maintain a strong social media presence to effectively promote the YCAT brand. As a Brand Ambassador, you will play a crucial role in enhancing brand awareness and driving customer loyalty through direct interaction and engagement. The Brand Ambassador will also conduct regular inspections of YCAT vehicles, bus stops, and advertisement spots for cleanliness as part of the continued effort to provide a professional and trustworthy service to the public.

Essential Duties and Responsibilities:

*The following duties **ARE NOT** intended to serve as a comprehensive list of all duties performed by all employees in this classification. Shown are duties intended to provide a representative summary of the major duties and responsibilities. Incumbent(s) may not be required to perform all duties listed and may be required to perform additional, position-specific duties.*

Main Tasks: Marketing (Sales and Promotion) and Utility

- Facility Maintenance
- Shelter Inspections
 - Inspect bus stops and shelters for cleanliness and proper signage

Yuma County Intergovernmental Public Transportation Authority Board Of Directors

Ian McGaughey – Chairman – Yuma County, Matias Rosales – Vice Chairman – City of San Luis

Brian Golding, Sr.- Sec/Treas - Quechan Tribe Jay Simonton - City of Yuma,

Ross Poppenberger – Arizona Western College, Arturo Durazo – Cocopah Tribe,

Richard Marsh – Town of Wellton, Louie Galaviz- City of Somerton

Shelly Kreger, Transit Director

- Detail Vehicle Inspections
 - Inspect vehicles for cleanliness after detailed by utility staff
- Route Monitoring
 - Complete regular route monitoring using monitoring form and provide final report to management
- Community Events/Outreach
 - Promotes and coordinates transit services by attending meetings and marketing fairs
 - Prepares marketing materials; including flyers, route schedules, pamphlets, and brochures
 - Join community committees and build supportive community networks
 - Provides direct outreach to area employers and employment agencies to gains support for employer and employee transit programs
 - Chamber of Commerce events
 - Attend city events
- Social Media Management
 - Update YCAT Facebook as necessary
 - Update YCAT website as necessary
- Bus Stop permitting
 - Coordinating installs
 - Assist in bus shelter permitting and placement as well as advertisement efforts
- Follow Marketing Plan
- Create ads
- Coordinate Events
- Assists citizens and the general public and provides information
- Ensures compliance with Federal Transit Administration (FTA) programs such as Title VI, Disadvantage Business Enterprise Program (DBE) an Equal Opportunity

EDUCATION – EXPERIENCE AND TRAINING FOR POSITION

Required:

- High school diploma or equivalent
- Valid Arizona Driver’s License
- Ability to be insured by YCIPTA’s vehicle insurance program
- Preferred: 2 years’ experience in the transportation industry, 1 year marketing

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Shelly Kreger, Transit Director

SPECIFIC SKILLS/KNOWLEDGE/ABILITIES REQUIRED FOR POSITION:

Required:

- Word processing, spreadsheet, presentation, and database software, communication and collaboration
- Establish and maintain effective relationships with staff and officials, outside agency personnel, and the general public
- Write with clarity and conciseness
- Be self-motivated and to work effectively as a team member
- The Brand Ambassador must portray a positive image of themselves, the YCAT brand and the company at all times.

Preferred:

- Graphic design,
- Content creation,
- Social Media Management, customer service, selling, negotiating and influencing, analysis and decision-making experience, English/Spanish bi-lingual
 - Other desired characteristics of a brand ambassador include excellent social media and writing skills to create effective content that accurately communicates information about products and promotes the brand online.

WORKING CONDITIONS:

Environmental Conditions:

Office environment; exposure to computer screens; shops and transit station environment.

Physical Conditions:

May require maintaining physical condition necessary for walking, standing or sitting for prolonged periods of time.

YCIPTA requires the successful completion of a background check.

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