



Marketing Manager

Summary of Position:

This position is responsible for outside sales, leading marketing communication efforts, and coordinating marketing projects, activities, and services.

Salary: \$55,000 - \$65,000 per year

Job Type: Full-time

Essential Duties and Responsibilities:

1. Develop and create marketing materials for internal and external uses including both print and digital forms.
2. Plan and manage marketing and communication outreach to increase public awareness and ridership.
3. Head community outreach and build relationships with community organizations (United Way, South Plains Food Bank, Junior League of Lubbock, etc.).
4. Monitor activity and create content for website and social media platforms.
5. Plan, write and edit written materials for advertisements, news releases, promotional events and campaigns for internal and public communications.
6. Engage and build relationships with area businesses (new and existing) to maintain, generate and increase advertising sales revenues.

Qualifications, Education, and/or Experience Requirements:

Bachelor's degree in marketing or related field and a minimum of two years of related experience or an equivalent combination of education and experience.

Must be proficient in MS Office and Adobe Creative Suite and experience with social media, public relations, graphic design and content creation is preferred. The ideal candidate must possess strong written and verbal communication skills, excellent customer relationship skills, ability to work independently, as a team member and able to focus on a mission while achieving strategic goals

Benefits:

Citibus has an attractive benefits package, which includes medical, dental and vision insurance, short-term disability, 401(k) plan participation, and paid time off.

Successful applicant must pass a non-DOT drug screen and physical.

Citibus is an AA/Equal Opportunity/Disability/Veteran Employer.