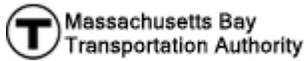


**MASSACHUSETTS BAY TRANSPORTATION AUTHORITY
invites applications for the position of:**



**Deputy Director of Customer &
Community Transition**

JOB #:	21-18035
OPENING DATE:	05/02/21
CLOSING DATE:	05/30/21 11:59 PM
SALARY:	\$110,000.00 - \$118,500.00 Annually
UNION AFFILIATION:	Executive
DEPT:	Fare Transformation / AFC 1.0
LICENSES/CERTIFICATIONS:	None Required
SAFETY SENSITIVE:	This is not a Safety Sensitive Position.
ESSENTIAL CLASSIFICATION:	This is a non-essential classification.
JOB SUMMARY:	

The Deputy Director of Customer and Community Transition will assist the Director of Transition in managing the team responsible for building relationships with external and community stakeholders to guide the implementation of the MBTA's new automated fare collection system. The project will engage the riding public, stakeholders and elected officials from all 175 cities and towns that the MBTA serves.

This position will be assigned to the Fare Transformation project specifically. This is a project-specific position and is limited to the term of that project's implementation. Employment beyond the Fare Transformation project implementation and/or reassignment onto other transformation projects is left to the discretion of the MBTA.

DUTIES & RESPONSIBILITIES:

- **Customer Communications:**
 - Establish master communications plan with the Director of Transition, on strategic messaging, marketing/educational events, wayfinding and customer awareness
 - Lead the delivery of key strategic initiatives messaging in collaboration with the Customer Experience department
 - Development of publications such as newsletters, releases, email announcements, planned publications, on-line, and video as appropriate
- **Public Outreach:**
 - Coordinate/facilitate events to both educate and gather feedback from stakeholders
 - Create presentations, briefs and workshop activities accessible to all types of audiences
 - Synthesize feedback from various sources including online, public meetings, interviews, and focus groups
 - Prepare reports as to milestone KPIs achievement
 - Establish a feedback/response process, including issue resolution with stakeholders

- **Community Relationships:**
 - Maintaining continual engagement with stakeholders through the project to inform and align project policies with stakeholder needs and desires
 - Develop and maintain contacts with key community organizations and social service agencies
- **Project Management:**
 - Stay informed about the Fare Transformation program schedule and ensure that engagement efforts are timed to align with and support the program schedule
 - Maintain a multi-year timeline of policy decisions and stakeholder engagement strategies to support them
 - Define the main objectives of external communication, its purpose, and its scope for each respective milestone
 - Outline key deliverables for each milestone and identify the tasks that must be completed to complete each
 - Manage the external engagement team, in the development and execution of strategic, integrated communications plans
 - Monitor the progress of each plan and assess if timelines will be met
- Work any and all shifts and / or locations as assigned or directed
- Uphold the rights and interests of the Authority while building and maintaining effective relationships with employees
- Adhere to the rules, regulations, collective bargaining agreements (if applicable) and policies of the MBTA including the EEO, anti-discrimination, anti-harassment, and anti-retaliation policies
- Perform related duties and projects as assigned

MINIMUM REQUIREMENTS/QUALIFICATIONS:

- Five (5) years of experience in planning, performing, and supervising direct customer engagement.
- Bachelor's degree from an accredited institution in communications, public policy, political science, or a related field
- Two (2) related Supervisory experience
- Must possess superior oral and written communication skills
- Excellent organizational, confidentiality, multitasking and time management skills.
- A highly motivated self-starter capable of performing without detailed direction or close supervision
- Experience with hiring and contracting for services, including development of scopes of work and working within public agency procurement constraints
- Experience with project forecasting and budgeting
- Adept at rapidly gaining an understanding of complex project requirements and competing stakeholder concerns
- Skilled in forming and maintaining positive relationships with all project participants and stakeholders
- Experience in large scale marketing/education campaigns
- Strong attention to detail and command with project management
- Ability to work under tight time constraints and deadlines
- Proficient in Microsoft Office Suite, including Word, Excel, and PowerPoint
- Handle sensitive and confidential information in an appropriate manner
- The ability to provide internal and external customers with a courteous and professional experience
- Work any and all shifts and / or locations as assigned or directed
- Adhere to rules, regulations, collective bargaining agreements (if applicable) and policies of the MBTA including the EEO, anti-discrimination, anti-harassment, and anti-retaliation policies.
- Ability to pass a Criminal Offender Record Information (CORI) check, background screening, and the MBTA's medical requirements, including a physical examination and drug and alcohol screening.

- Have a satisfactory work record for the two (2) years immediately prior to the closing date of this posting, including overall employment, job performance, discipline, and safety records (infractions and/or offenses occurring after the closing of the posting and before the filling of a vacancy may preclude a candidate from consideration for selection

SUBSTITUTIONS INCLUDE:

- A Master's degree from an accredited institution in public policy, criminal justice, sociology, social work, business, or transportation related field may substitute for two (2) years of required experience.

PREFERENCES INCLUDE:

- Master's degree from an accredited institution in communications, public policy, political science, or a related field.
- Experience in social media campaigns, establishing metrics and KPIs
- Experience in establishing stretch goals and targets of adoptions

The above statements are not intended to be construed as an exhaustive list of all responsibilities, duties and skills required of employees assigned to this job. The Authority is advertising the above vacancy notice as a matter of policy without waiving any rights under the law or establishing a precedent. Further, the Authority reaffirms its right to select candidates from any source.

The MBTA/MASSDOT is an Affirmative Action/Equal Opportunity Employer.

The MBTA makes reasonable accommodations for applicants with disabilities. If you require an accommodation during this process, please contact the MBTA's ADA Unit at 617-222-5751.

If this information is needed in another language, please contact the MassDOT Title VI Specialist at 857-368-8580.

Si necesita esta información en otro idioma, por favor contacte al especialista de MassDOT del Título VI al 857-368-8580.

Caso esta informação seja necessária em outro idioma, favor contar o Especialista em Título VI do MassDOT pelo telefone 857-368-8580.

如果需要使用其它語言了解信息，請聯繫馬薩諸塞州交通部（MassDOT）民權法案第六章專員，電話 857-368-8580。

APPLICATIONS MAY BE FILED ONLINE AT:

<http://www.mbta.com>

Position #21-18035
DEPUTY DIRECTOR OF CUSTOMER & COMMUNITY
TRANSITION
DW

10 Park Plaza Room 4810
Boston, MA 02116
617-222-5855

Deputy Director of Customer & Community Transition Supplemental Questionnaire

- * 1. Do you have Five (5) years of experience in planning, performing, and supervising direct customer engagement
 - Yes
 - No
- * 2. Do you have Two (2) related Supervisory experience?
 - Yes
 - No

- * 3. Do you have experience with project forecasting and budgeting?
 - Yes
 - No
- * 4. Do you have experience with hiring and contracting for services, including development of scopes of work and working within public agency procurement constraints?
 - Yes
 - No
- * 5. Do you have experience in large scale marketing/education campaigns?
 - Yes
 - No
- * 6. What is the highest level of education you completed?
 - Did not attain a high school diploma or equivalent
 - A high school diploma or equivalent
 - Associate's degree
 - Bachelor's degree
 - Master's degree or higher
- * 7. If you have a college degree, what was your field of study?
 - I do not have a college degree
 - Business degree
 - Communication
 - Public Policy
 - Political Science
 - Other
- * 8. Please describe your current proficiency using Microsoft Office Suite (Word, PowerPoint, Excel, etc.)
 - No experience
 - Beginner
 - Intermediate
 - Advanced
 - Expert
- * Required Question