



Community Outreach & Marketing Coordinator

Lebanon Transit (LT) is a public transit agency that offers a variety of transportation services to the residents of Lebanon County and portions of Dauphin and Lancaster Counties.

LT's Mission is to provide safe, efficient, convenient and affordable public transportation to Lebanon and surrounding communities.

We are currently seeking a Community Outreach & Marketing Coordinator to join our team!

Responsibilities Include:

- Day-to-day coordination and monitoring of LT social media channels (including but not limited to Facebook, LinkedIn and YouTube)
- Oversight of marketing agency relationship and collaboration on LT strategic marketing objectives, planning and program facilitation as well as day-to-day collaboration with agency to develop necessary creative and marketing collateral
- Management of marketing agency scopes of work, budgets and timelines
- Ongoing community and employer outreach and relationship-building to encourage partnerships between LT and community members, businesses and employers (in Lebanon and surrounding regions – Hershey, Palmyra, Harrisburg, etc.)
- Regular planning, facilitation and attendance at community and employer events to generate awareness and grow LT ridership
- Day-to-day management of LebanonTransit.org and managing updates for route updates/delays, job postings, regulation and compliance updates, etc.
- Continual management and updates to route brochures
- Support to Executive Director/Human Resource Manager with ongoing marketing, community and employer outreach activities

The desired candidate should have a Bachelor's Degree with a minimum of two to four years' experience in marketing, community outreach or related field. Candidates should also be highly organized with strong attention to detail, have a basic awareness of social media and marketing related activities, as well as a proven history of strong relationship-building skills.

The salary range is \$48,000- \$55,000, accompanied by an excellent benefits package.

Applications can be found online at our website, www.lebanontransit.org or at the address listed below. Resumes must accompany a completed Lebanon Transit Employment Application and be forwarded to:

Cindy Binner, Manager of Human Resources
200 Willow Street
Lebanon, PA 17046
Or e-mail: info@lebanontransit.org
Lebanon Transit is an Equal Opportunity Employer
Lebanon Transit is a Drug-Free Workplace