

CITY OF HAMILTON

PUBLIC WORKS DEPARTMENT

(TRANSIT DIVISION – LOCATION – HAMILTON GO CENTRE, 36 HUNTER STREET EAST, 3rd FLOOR)

RIDERSHIP DEVELOPMENT REPRESENTATIVE – ATU 107

JOB SUMMARY

Reporting to the Supervisor, Fare and Revenue, the Ridership Development Representative will be a central contact person, a “fare & ridership ambassador” to assist in developing and growing new ridership through public engagement and working with both internal and external stakeholders. The Ridership Development Co-ordinator is responsible for providing expert knowledge at outreach projects to assist the Customer Experience and Innovation area. Can function as a ‘go to person’ for expert fare and ridership issues. Provides inter-departmental support by coordinating various ridership promotional programs and reporting on their outcomes.

JOB DUTIES

Analyzes ridership data and makes recommendations on fare products or promotions to attract new riders to transit.

Stays current on fare trends in the industry by reviewing publicly available research and participates in fare product discussions with other transit agencies.

Supports and works collaboratively with Customer Service and Experience to perform community outreach including organizing public information sessions and presentations to community and stakeholder groups. Promotes and pursues ridership growth opportunities on behalf of the HSR.

Makes presentations at public meetings and community groups on fares and ridership programs.

Develops and implements communications for business/ridership development. Acts as the key contact for all advertising/promotions related to Fare Revenue.

Works in conjunction with and liaises with various other city departments in support of specific existing or new ridership programs.

Liaise with PRESTO to create specific programs for target groups.

Tracks, analyzes, and reports on various performance measures including daily sign in reports for the fare box, GFI/Brinks Reports, and any other reports as assigned.

Actively participates in problem resolution for service delivery to meet customer requirements and/or solve customer problems.

Cross trains and can provide support to the Fare Revenue CCR team.

Works in accordance with the provisions of applicable Health and Safety legislation and all City of Hamilton corporate and departmental policies and procedures related to Occupational Health and Safety.

Perform such other duties from time to time, as may be assigned by the immediate Supervisor, which are directly related to the normal job function.

QUALIFICATIONS

1. Demonstrated experience in marketing, customer service, and data analytics normally acquired through the completion of a Three-Year College Diploma in either Business, Marketing, Communications, Public Relations, or a related discipline and/or a combination of education and related work experience.
2. Ability to interpret and apply policies to customer situations and make policy recommendations to their supervisor to attract transit ridership.
3. Basic time management and project management skills to produce work product in a timely manner.
4. Proven experience in a customer service environment.
5. Ability to display tact and professionalism in dealing with both internal and external customers, supervisors, and peers.
6. Proven analytic skills, along with excellent written and verbal skills.
7. Experience in a computerized environment. Intermediate knowledge of Microsoft Office (Word, Excel, and Outlook) and database software such as GFI and Trapeze is preferred. Able to input, retrieve and print data, as well as the ability to maintain the database.
8. Ability to organize and prioritize multiple tasks/assignments to meet deadlines.
9. Demonstrated ability to quickly assess and provide direction on a wide range of related issues/problems brought forward by supervisors and co-workers.
10. Ability to work both independently and closely with other team members in a fast-paced environment. Excellent conflict resolution skills are required.