

EDMONTON

DATS Team Lead – Community Relations Planner Job Number: 16842

**Are you a great problem solver, who has a knack for research and marketing and public relations?
Let Disabled Adult Transit be the next stop in your career path!**

- Develop effective marketing strategies to ensure a favourable customer experience on DATS para-transit service
- Effectively transition customers to accessible transit options offered by ETS (accessible low floor bus, community bus, and LRT)
- Increase usage of DATS customer self-serve options (online booking, Interactive Voice Response - IVR, etc.)
- Research service delivery strategies including “best practice” analyses for para-transit, accessible transit and inclusive communities
- Administer the DATS customer commendations and concerns including trend analysis of our customers experience and make recommendations for improvements
- Supervise and support frontline staff to take feedback on DATS service ensuring accuracy of information and appropriate procedures are followed consistently
- Function as the Subject Matter Expert (SME) for the para-transit software module on customer feedback
- Manage and address situations that detract from a customer’s positive experience with the DATS para-transit service, including maintaining procedures and processes to ensure that customer contacts are effectively administered and identifying opportunities for improvement
- Prepare responses to correspondence from customers, agencies, City Council inquiries, etc. ensuring concerns are addressed
- Actively resolve service delivery issues
- Develop and implement an effective community program to garner customer experience feedback on all aspects of DATS para-transit, ETS accessible services, and self-serve options while providing updates on DATS service enhancements and orientation on ETS and self-serve options
- Provide orientation on ETS and DATS self serve options to customers and potential customers
- Actively resolve problems and provide customer support for self serve options
- Participate in various committee groups and perform other related duties as required

To visualize what it is like to be on our team, visit [The Business Professionals Talent Hub](#).

Qualifications:

- Completion of a University Degree in Business Administration, Commerce, Social Sciences, Communication, Community Development, Public Administration or a related technical field with major coursework in marketing
- Three (3) years’ market planning experience supplemented by at least one (1) year market planning experience in a public transit environment
- Must have thorough knowledge of the accepted techniques and principles of services evaluation and of the methodologies involved in market research and analysis
- Strong understanding and knowledge of market planning trends in the accessible transit and use of self serve options.
- Must have experience to direct and supervise the activities of subordinate staff
- Must have thorough knowledge of the accessible transit service evaluation and of the methodologies involved in market research and analysis
- Thorough knowledge of accessible transit and self-serve market trends/usage.
- Ability to analyze inter-related factors pertaining to accessible transit and self-serve market planning and market conditions
- Ability to communicate and work effectively with all levels of management, the organization and the disabled community
- Ability to work under limited supervision
- Must be able to express ideas effectively, in oral or written format
- Experience in the field of transportation for disabled individuals in Edmonton would be an asset
- Required to arrange own transportation for use on City Business and where appropriate will be reimbursed according to City of Edmonton policy

Hours of Work: 33.75 hours per week. Hours of work may be subject to the terms and conditions of a variable hours of work program.

Salary Range: 21M, Salary Grade: 031, \$41,423 - \$51,949 (Hourly); \$72,976.97 - \$91,521.15 (Annually). The rates quoted are in accordance with a collective agreement between the Union and the City of Edmonton. This Union contract is currently under negotiation. This union contract is currently under negotiation.

General:

- Applicants may be tested.
- Civic Service Union 52 members are asked to send a copy of their application to the union office.
- The City of Edmonton thanks applicants for their interest in this opportunity. Candidates considered for the position will be contacted.
- We are an equal opportunity employer. We welcome diversity and encourage applications from all qualified individuals.

The Province of Alberta is a party to the federal Agreement on Internal Trade, the Trade, Investment and Labour Mobility Agreement with British Columbia, and the New West Partnership Trade Agreement with British Columbia and Saskatchewan. All of these agreements promote labour mobility between the provinces. Applicants may obtain information regarding recognition of extra provincial credentials at www.newwestpartnershiptrade.ca/

Recruitment Consultant: IA/JJ

Classification Title: Market Planner II

Posting Date: March 6, 2014

Closing Date - 11:00 p.m. MST on: March 20, 2014

Number of Openings (up to): 1 – Permanent Full-time

Union: CSU 52

Department: Disabled Adult Transit Service (DATS) (Transportation Services)

Work Location(s): Percy Wickman Garage (DATS), 5610 – 86 St



Want to apply? Need more details? Visit www.edmonton.ca/careers

OR <https://edmonton.taleo.net/careersection/2/jobdetail.ftl?lang=en&job=16842&PA-10535>

Use our easy online system to complete all application requirements immediately and efficiently.

Applicants applying by fax (780)496-8063 or by mail/drop-off at the Employment Centre, Main Floor, City Hall, #1 Sir Winston Churchill Square, Edmonton, AB T5J 2R7, will be forwarded necessary application documents.