



## Business Affairs Specialist

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**Department:** Communications  
**FLSA Status:** Exempt  
**Work Schedule:** 1st Shift  
**Positions Supervised:** None

**Job Status:** Full Time  
**Reports To:** Communications Manager  
**Amount of Travel Required:** 5% to 10%  
**Revised:** 03/2019

### POSITION SUMMARY

Coordinate outreach to businesses and other organizations with a large employment base with the goal of developing new service partners, maximizing existing revenue streams, create and implement new revenue streams. In partnership with a creative communications team, create and implement retail and advertising sales as needed to promote the agency and its services. Partner with economic development groups, millage preparation, and positioning. Implement regional government relations - regional mobility. Write reports on grant-funded activities; represent the organization in appropriate community capacities (local volunteer boards, municipal committees, etc.)

### ESSENTIAL FUNCTIONS

- Work directly with the local business community and other area employers to promote services, develop partnerships, and identify opportunities for service expansion.
- Assist in preparing press releases and other media notifications as needed.
- Maintenance, management, and expansion of strategic partnerships in the service area and region with a focus on service expansion/diversification and new revenue generation.
- Strategic support of new service expansion in cooperation with Operations and Planning via partnerships (with other units of government, local employers, agencies, and institutional partners.)
- Identification of unmet transit needs in the community and service area and subsequent development of strategies to address those needs.
- Implement intergovernmental relations and government affairs programs.
- Provide support to the CEO and senior management team with a focus on strategic initiatives and consultation.
- Assist with development of tactical and long-term strategies to fulfill the organizational mission and achieve outcomes serving the organizational vision.
- Represent The Rapid in appropriate community capacities (local volunteer boards, municipal committees, etc.)
- Assist with overall agency public outreach to include written and oral communications, presentations and interaction with various stakeholders. Assist in developing materials to be used to support outreach activities.
- Write reports on grant-funded activities as needed.
- Special projects as assigned by the executive team or manager.
- Other duties as assigned.

## REASONABLE ACCOMMODATIONS STATEMENT

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. Reasonable Accommodations may be made to enable qualified individuals with disabilities to perform the essential functions.

## POSITION QUALIFICATIONS

### Competency Statement(s)

- **Accountability** - Takes personal responsibility for the quality and timeliness of the work performed. Achieves results with little oversight.
- **Communications** - Ability to communicate effectively with others both orally and in writing.
- **Customer Service** - Ability to take care of the customers' needs while following company procedures.
- **Ethics & Integrity** - Earns others' trust and respect through consistent honesty and professionalism in all interactions.
- **Reliability** - Prompt and dependable. At work as scheduled. Plans ahead and communicates scheduling concerns to leadership.

## SKILLS & ABILITIES

**Education:** Bachelor's Degree (four year college or university) Marketing and/or Advertising focus

**Experience:** Two to four years related experience.

### Computer Skills

Basic computer skills to include proficiency in Microsoft Office Suite. The ability to learn multiple proprietary systems.

## PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. Employee must occasionally lift or move up to 25 pounds for movement of boxes, files or other items. May also include frequent bending, stooping, squatting, pushing and pulling. Employee is required to perform job duties in accordance with existing health and safety procedures and policies.

While performing the duties of this job, the employee is regularly required to sit for extended periods. The employee is frequently required to walk and stand. Use of hands and arms is necessary to reach or use various tools or objects. Specific vision abilities required by this job include close vision and ability to adjust focus.

Employee Signature: \_\_\_\_\_ Date: \_\_\_\_\_

The Rapid has reviewed this job description to ensure that essential functions and basic duties have been included. It is intended to provide guidelines for job expectations and the employee's ability to perform the position described. It is not intended to be construed as an exhaustive list of all functions, responsibilities, skills and abilities. Additional functions and requirements may be assigned by supervisors as deemed appropriate. This document does not represent a contract of employment, and The Rapid reserves the right to change this job description and/or assign tasks for the employee to perform, as The Rapid may deem appropriate.