

is seeking a...

MANAGER DESIGN, MARKETING & BRAND

\$103,102 – \$128,878 per annum

with an excellent benefits package, including OMERS Pension Plan

Offering an easy, stress-free alternative to automotive commuting, GO Transit has been delivering a customer-first transportation service in the GTA since 1967. We are proud of our brand, and are excited about sharing the experience with new customers, and enhancing the experience of our loyal riders.

Our Strategic Communications division requires a Manager Design, Marketing & Brand to cultivate and continuously enhance the public image and brand essence of Metrolinx and GO Transit and its services by innovatively influencing the public's perception and experience through a variety of branding, media, and marketing initiatives. In this role, your responsibilities will include:

- Managing the research and analysis of consumer and market trends, and developing and facilitating the annual marketing plan in response to findings.
- Managing the creation and implementation of branding campaigns that align with corporate resources and address corporate objectives.
- Creating “added-value” promotions that reinforce Metrolinx and GO Transit’s “brand essence,” leveraging existing brand equity to maintain the loyalty of current passengers, and to spark the interest of new and potential customers.
- Developing branding/marketing strategies and communication plans that support and/or impact stakeholders across the organization.
- Developing and administering a budget that will be able to sustain the cost of various projects and initiatives that occur throughout the annual cycle.
- Developing and supporting a plan to increase and sustain ad revenues for Metrolinx-GO Transit on an annual basis.

Location: 20 Bay Street, Toronto.

Qualifications: Completion of a 4-year university degree in Communications and/or Marketing, or any combination of education, training, and experience deemed equivalent. Minimum ten (10) years experience in marketing / branding that includes progressive levels of responsibility, and direct exposure to, or demonstrated working knowledge of:

- Analysis and perception
- Utilizing market research and exercising instinctive “gut” feelings about future marketing initiatives
- Cost / Benefit analysis of project impact, and the recommendation of future improvements.
- Excellent communication and presentation skills.
- Team leadership, with the ability to inspire.
- Project management and multi-tasking when managing various projects simultaneously.
- Working efficiently and effectively under pressure

Fluency in French that meets Ontario Public Service (OPS) standards would be considered an asset.

Resumes must be received by the Human Resources Office, Metrolinx, 20 Bay Street, Suite 600, Toronto, M5J 2W3, email: humanresources@gotransit.com, no later than **April 13, 2010**, quoting **File Number 10-76**.

Only those selected for an Interview will be contacted.

AN EQUAL EMPLOYMENT OPPORTUNITY

www.metrolinx.com

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