



About OKC

Oklahoma City is the 20th largest city in the nation. The City of Oklahoma City serves approximately 694,800 residents in a four (4) county, 621 square mile area. Incorporated in 1890, the City of Oklahoma City is a charter city and has had a Council-Manager form of government since 1927. The Mayor, elected at-large, leads a Council of eight members, each elected by ward. The Mayor and Council set overall policy and strategic priorities for the organization. Historically, Oklahoma City's economic base has been closely tied to the energy and agricultural markets. Today, the City's economic base is more diversified and seeing growth in the health and technology industries.

The largest employers in the metropolitan area include the State of Oklahoma, the City of Oklahoma City, Tinker Air Force Base, and the University of Oklahoma. Companies with headquarters here include American Fidelity Assurance Company, BancFirst, Chesapeake Energy, Continental Resources, Devon Energy,

Express Personnel, Hobby Lobby Stores, Love's Travel Stops & Country Stores, OG&E Energy, MidFirst Bank, Paycom and Sonic Corporation.

Vital among the City's assets are ample water supplies and its central location. Interstate highways I-35 North/South, I-40 East/West and I-44 Northeast/Southwest converge in Oklahoma City and provide transportation links to the rest of the nation. The I-40 Crosstown Expressway relocation, which opened in 2013, allows faster travel by incorporating 10 lanes of traffic. These ground transportation routes, together with Will Rogers World Airport, make the City a regional transportation hub.

Local performing arts groups such as the Oklahoma City Philharmonic, Lyric Theater, and Ballet Oklahoma contribute to the City's cultural environment. The Oklahoma State Fair, Red Earth Festival, and the Festival of the Arts attract hundreds of thousands of visitors each year. Other popular attractions are the First Americans



Museum, National Cowboy and Western Heritage Museum, Oklahoma City Museum of Art, Oklahoma City National Memorial, Oklahoma History Center, and National Softball Hall of Fame.

Our NBA team, the Oklahoma City Thunder, competes in the National Basketball
Association as a member of the league's
Western Conference Northwest Division. The
City has been the site of numerous Big XII
championships in basketball, baseball, and
softball and has hosted the opening rounds of
the NCAA basketball tournament, the Wrestling
Championships and the Women's College World
Series. Our USL PRO (minor league soccer) team,
Energy FC, is the affiliate of the Major League
Soccer Sporting KC.

In December 2009, citizens approved MAPS 3, a seven-year, nine-month tax to fund eight new projects in the metro area. These include a 70-acre central park, a new rail-based streetcar system, a new downtown convention center, sidewalks throughout the city, 57 miles of new bicycle and walking trails, improvements along the Oklahoma River, health and wellness aquatic centers for seniors, and improvements to the fairgrounds.

In May 2016, the \$45.3 million RIVERSPORT Rapids center opened to provide whitewater rafting and kayaking on an 11-acre facility adjacent to the Oklahoma River. The Center features world class rapids for elite athletes as well as recreational level opportunities for families.

The City was designated as the U. S. Olympics Training Site for canoes, kayaks and rowing in July 2009 and hosted the U.S. Olympic trials for those sports in 2016 at the new RIVERSPORT Rapids center and the Oklahoma River. The Oklahoma River is the only river to have received this coveted designation and is being transformed into a world class competitive and recreation center.

In January of 2016, the City entered into an agreement with the State of Oklahoma and the Chickasaw Nation to complete the First Americans Museum along the Oklahoma River. The Center provides 85 acres of park space, with walking trails, interpretive art, and serves as a venue for native performers and educational exhibits.

In September 2017, citizens approved the Better Streets, Safer City General Obligation Bond and a sales tax measure. The General Obligation Bond is a 10-year, \$967 million program (including \$135 million for parks, \$536 million for streets, bridges, sidewalks and traffic control), and a permanent ¼ cent sales tax for more police officers, more firefighters and day-to-day operations. The temporary penny sales tax took effect January 1, 2018, after the MAPS 3 tax expired. Sales tax collected over the 27 months was \$264,584,295 and to date with interest the board has allocated \$263,676,528 million toward projects.

In December 2019, citizens approved MAPS 4, a debt-free public improvement program funded by a temporary penny sales tax that will raise a projected \$978 million over eight years. MAPS 4 keeps Oklahoma City's sales tax rate unchanged. The sales tax took effect April 1 when the Better Streets, Safer City temporary sales tax expired. More than 70 percent of MAPS 4 funding is dedicated to neighborhood and human needs. The rest is for quality of life and job-creating initiatives.

For detailed information about MAPS 4 go to: https://www.okc.gov/government/maps-4

THE CITY'S VISION & MISSION

Oklahoma City seeks to further progress as a vibrant, diverse, safe, unified, and welcoming community. We will provide exceptional service to residents and visitors. We do this by ensuring the safety of the public, delivering quality services, and maintaining infrastructure to support the growth of the City.

The City's Core Values include:

- Providing competent, dependable and efficient service to all by knowing our jobs and our City;
- Maintaining dependability and accountability in our relationships;
- Communicating among ourselves and with our community in a tactful, useful, informative and honest manner:
- Listening to the needs of others as a critical part of our communication process;
- · Honoring diversity by respecting our customers and fellow employees;
- Committing to continuous improvement and growth through visionary, proactive leadership and technology; and
- · Setting standards of quality service by upholding our core values.



About EMBARK

The City of Oklahoma City's Public
Transportation and Parking Systems, (dba
"EMBARK") is the business unit of the Central
Oklahoma Transportation and Parking Authority
(COTPA), which is a public trust administered by
the City. EMBARK, the hybrid City department
and public trust, is responsible for planning,
constructing, owning, and operating passenger
transportation systems and downtown parking
facilities.

EMBARK and its various partners run the day-to-day under leadership of the Administrator and is governed by the COTPA Board of Trustees. The eight-member Board of Trustees adopts rules, regulations and policies governing EMBARK, OKC Streetcar, Spokies bike share, Oklahoma River Cruises and Downtown public parking. Three members serve by position: the Mayor of Oklahoma City, the City Manager, and the City Finance Director. The five remaining trustees are appointed by the Mayor and approved by City Council.

EMBARK provides a diverse family of multimodal transit services to the greater Oklahoma City area. These transportation options connect people with their community, while easing traffic congestion and reducing air pollution. EMBARK serves an estimated 3 million riders annually. EMBARK is comprised of 384 FTEs. Our 2024 fiscal year operating budget is \$61.5 million funded primarily by a subsidy from the City and the rest from federal grants and fares. EMBARK also has a \$116 million Capital Improvement Plan (CIP) and \$97 million of MAPS 4 funds dedicated to continuing the transformation of our public transit system with dramatic new improvements. More about MAPS 4 Transit projects can be found here: https://www.okc.gov/government/ maps-4/transit

EMBARK partners with many community organizations to provide a wide range of transportation programs to meet the diverse needs of the community. Through these programs, qualified customers maintain



independence and access community services by arranging their own transportation. EMBARK transportation and parking services include:

Fixed-Route Bus Service

EMBARK operates 50 buses to serve much of the Oklahoma City metro area. Whether you're commuting to work, meeting friends, running errands, or just visiting, EMBARK has you covered. Each route's hours of operation vary, but many popular routes run about every 30 minutes during the weekday and every 60 minutes on Saturday, Sunday, and all holidays.

ADA Paratransit Services

EMBARK Plus Paratransit provides lift-equipped public transportation to eligible individuals within the Oklahoma City limits who are not functionally able to ride our fixed-route bus service due to a disabling condition.

Oklahoma River Cruises

In April 2008, Oklahoma River Cruises launched ferry transit service along a seven-mile stretch of the Oklahoma River. Oklahoma River Cruises is a great way to discover some of Oklahoma City's hidden treasures by way of public ferry service, Specialty Cruises, or a Private Charter, all along four landings – Bricktown, Regatta Park, Stockyards, and Meridian. All landings have parking and access to additional public transit services.

Spokies Bike Share Service

Spokies is Oklahoma City's only bike share program with 60 pedal-only bikes and 52 E-bikes, it's an easy, accessible, and fun way to take on your daily commute, tour the city, get to and from concerts and games, or meet up with friends. It's the most affordable way to travel in and around OKC and is one of the best ways to cruise around downtown and many of the city's most exciting neighborhoods.

Downtown Public Parking Service

EMBARK owns five parking garages, five parking surface lots, and over 1,300 metered on-street parking spots located around Downtown OKC, EMBARK offers public parking near additional public transit options like Spokies bike share and the OKC Streetcar for customers to park and then ride to their favorite Downtown OKC amenities.



OKC Streetcar Service

The Oklahoma City Streetcar is EMBARK's newest transit option. The OKC Streetcar uses priority signaling technology, and real time technology at each of its 22 platforms throughout downtown. More than 1 million trips have been provided since the streetcar's launch in December 2018.

EMBARK Norman

EMBARK serves the City of Norman with scheduled fixed-route bus service and ADA paratransit services.

Coming Soon – RAPID NW

In December 2023, EMBARK will launch Central Oklahoma's first Bus Rapid Transit (BRT) line – RAPID NW. RAPID NW will provide a premium transit service to Northwest OKC residents through more frequent service with enhanced vehicles, stations and passenger amenities. The line connects downtown Oklahoma City and the Lake Hefner area, serving regional medical centers, commercial centers, the downtown city center, and residents along the Classen boulevard and Northwest Expressway urban arterials.

For more information about EMBARK, please visit: https://embarkok.com/



Our Culture

On November 16, 2020, EMBARK launched "The Roadmap", which is EMBARK's employee-driven transformation plan that outlines our Vision, Mission, Core Values, and Initiatives. It serves as our guide for setting organizational priorities and leads all employees on a journey towards cultural transformation. This journey begins with knowing where we are going (our Vision), why we exist (our Mission), and how we will get there (our Initiatives). Since the launch of The Roadmap, several employee recognition programs have been implemented, communication tools have expanded, a culture committee has formed, and customer service focused programs have been developed. For more information about The Roadmap and our journey towards culture transformation, please visit: https://theroadmap.us



VISION

EMBARK will be world-class transportation that is accessible to all, and all want to access it.

MISSION STATEMENT

The mission of the EMBARK is to be a self-sustaining transportation network that removes barriers of location and socioeconomic status, while elevating the status and use of public transportation, so all of central Oklahoma can safely and quickly reach their destination.

CORE VALUES

Our values are our compass, they create clarity about what matters so we can do more of what matters most.









Award Winning Marketing Team

The Marketing and Business Development team is comprised of the Business Development and Public Affairs Manager (BDPAM) overseeing a team of six individual contributors: Business Development Specialist (this is a brand new position added to the team this fiscal year; it's currently vacant waiting for the BDPAM position to be filled), Community Engagement Officer, Digital Marketing Strategist, Creative Strategist, Communications Specialist, and a Marketing Strategist. The BDPAM also manages various contractors who support EMBARK with

media and public relations and community engagement activities, media buying, public opinion research, and website development. The Marketing and Business Development team have won several industry recognitions over the years. This year, the team won the American Public Transportation Association's (APTA) Ad Wheel award for "Best Marketing and Communications on Workforce Development – Comprehensive Campaign", and Oklahoma Transit Association's "Marketing Campaign of the Year – The Road Map".



Launching New Service: Bus Rapid Transit

EMBARK'S Marketing and Business
Development team are vital for building and maintaining relationships with our community, businesses, and customers through effective communications, storytelling, and service.
EMBARK is in the final stages of construction before launching Oklahoma City's first bus rapid transit service – or as we like to call it RAPID.
This is a 9.5-mile alignment with more than 20% of the region's jobs located within a half-mile of the line, potentially reaching 40,000 residents and 91,000 jobs in the local workforce. RAPID

will expand local and regional mobility options, improve job access, support transit-oriented development (TOD), help improve community health, and enhance livability along the corridor. The team is currently focusing efforts on executing a community engagement outreach plan with neighborhoods and businesses along the route, implementing media and public relations strategies, producing marketing safety and awareness campaigns, and planning the ribbon cutting and launch events. RAPID is set to launch December 2023.

The Position

The Business Development & Public Affairs Manager (BDPAM) is responsible for establishing strong community and business partnerships; driving ridership and parking customer growth; maintaining strong relationships with the media; and developing and implementing business development and marketing plans and strategies that promote brand recognition and a positive perception of EMBARK both locally and nationally.

Key areas of responsibilities include the leadership and management of the Marketing and Business Development division – a team of six – leading public relations, community engagement, creative services, and marketing and business development activities for EMBARK's seven service lines. This position reports to EMBARK's Assistant Director of Administration and is a member of EMBARK's Leadership team.

This role will serve as an ambassador for EMBARK's brand identity and voice, ensuring that creative collateral, across the organization, represents EMBARK's brand in a unified and effective way. The BDPAM serves as the Public Information Officer and primary liaison with the media and community stakeholders by developing and implementing compelling community engagement and public relations campaigns.

The BDPAM will work on advancing EMBARK's brand position by translating brand vision into clear creative direction for our in-house and external creative partners/resources, developing and overseeing implementation of EMBARK's Business Development and Marketing Plans, along with outlining long- and short-term strategies to increase revenue and grow the customer base. This position also provides

leadership for the ongoing interpretation of brand guidelines, as well as conceptualizing and directing multimedia work including performance creatives, email templates, banner ads, digital videos, offline collateral, content marketing design assets, and social media.

The ideal candidate shall be a results-oriented and strategic thinker with enthusiasm for leading a team, a strong understanding of transit – or a passion to learn – and successful experience developing and implementing communications strategies. This visionary leader must have proven strategic planning, decision making, analyzing, problem-solving skills, collaborative and interpersonal skills, as well as exceptional written, verbal, social media, and website content communication skill. Candidates shall also have prior public and community relations experience, along with the development and implementation of strategic communication and marketing plans.



Job Requirements

- Experience creating and implementing marketing campaigns and programs.
- Experience developing marketing and business development plans and strategies.
- Experience developing, administering, maintaining, and overseeing the division's annual budget; in conjunction with divisional managers.
- Experience in developing and maintaining good working relationships with other city departments, metro area municipal and county governments, state and federal agencies, planning organizations, business leaders, and elected and appointed officials at the city, county, state, and federal levels in coordination with Executive Staff.
- Experience analyzing marketing and business development environments and developing innovative partnerships and marketing opportunities.
- Experience leading, developing, and implementing effective and equitable public involvement, communication, education, engagement, and promotion strategies that foster community support for organizational initiatives to meet our diverse community's needs.
- Experience managing crisis communications and emergency responses.
- Skill in hiring, building, and developing an effective team with a reputation for developing visually inspiring and compelling promotional campaigns, creating workable solutions, delivering on commitments, and celebrating accomplishments.

- Skill in implementing programs to promote a positive public image.
- Skill serving as the spokesperson and lead to all media relations and communications including news releases, press conferences, media interviews, and related content delivery.
- Ability to communicate, present, and captivate audiences through written word, oral presentations, and various media platforms to culturally and socioeconomically diverse audiences in a clear and concise manner.
- Ability to identify and collaborate on opportunities to continuously refine EMBARK's brand story and generate widespread awareness, engagement and understanding of EMBARK's vision, mission and strategic initiatives through community involvement, business development, sales, promotions, and partnerships.
- Ability to manage, negotiate, and monitor compliance of contracts.
- Ability to travel.



Competencies

- Execution and Results: (1) Sets well-defined and realistic goals and high standards of performance for self or self and others: (2) displays a high level of initiative, effort, and commitment toward performing work; (3) completes assignments in a thorough, accurate, and timely manner, and delivers results; (4) works with minimal supervision, is motivated to achieve, and demonstrates responsible behavior; (5) demonstrates understanding of all aspects of the job and application of accrued knowledge in carrying out duties and responsibilities; technical knowledge; skill in the techniques, equipment, procedures, and work required; (6) recognizes opportunities and takes action for improvement to programs, policies, procedures, practices, and processes; (7) understands and is able to apply the principles, methods, and tools of quality improvement; (8) collects, examines, analyzes, and interprets data from a variety of sources; (9) makes data-driven recommendations/decisions and achieves results; (10) effectively achieves results through others to achieve the Department or City's mission.
- Judgment: (1) Plans, coordinates, and executes business functions efficiently, effectively, and in a fiscally responsible manner; (2) identifies risks and develops and implements measures to avoid, mitigate, or minimize those risks; (3) makes effective, timely, well-informed, objective, and transparent work-related decisions; (4) exhibits emotional maturity and stability, effectively manages conflict, and remains optimistic and calm during stressful situations; (5) uses resources effectively to achieve results aligned with organizational priorities; (6) applies understanding of

- financial management/budgeting principles to ensure decisions are fiscally sound and responsible and in accordance with policies, procedures, processes, rules, regulations, and laws; (7) makes business decisions that drive positive, fiscally responsible performance; (8) manages ambiguity, business insight, financial acumen, makes decisions using data and insight that achieves the best outcome for the department and City.
- Teamwork/Team Oriented: (1) Recognizes, values, and leverages the ideas, opinions, and perspectives of others; (2) participates willingly and effectively as a team lead or team member; (3) builds consensus; fosters team commitment, spirit, pride, and trust; (4) collaborates with others to accomplish goals and objectives and achieve results: (5) expresses facts, ideas, messages, and information (technical and non-technical) to individuals or groups clearly, concisely, accurately, understandably, with honesty, tact, and diplomacy and in a manner that is appropriate for the intended audience; (6) actively listens, clarifies information as needed.
- Customer Centric: (1) Demonstrates
 commitment to public service; (2) serves and
 satisfies internal and external customers in a
 timely and effective manner; (3) establishes,
 commits to, and maintains high standards for
 producing quality work products and being
 responsive to customers; (4) supports the
 Department/City's mission; develops and
 executes strategies with the customer in
 mind.
- **Strategic Thinking**: (1) Thinks conceptually, imaginatively, and systematically; (2) envisions the future; (3) defines the vision,

direction, and goals; (4) develops a road map for achievement; (5) anticipates change and plans for it; (6) considers long-term value and consequences; (7) influences others to achieve results; (8) understands where the organization is headed; knows the organization's mission and functions, and how its social, political, and technological systems work; (9) aligns business strategies to longterm success of the City; (10) sets the vision, direction and compelling course of action; (11) operates effectively within the systems, programs, policies, procedures, codes, ordinances, rules, and regulations of the organization; (12) knows industry and stays ahead of best practices; (13) understands the political environment, management priorities, staff roles and responsibilities, and grasps external factors impacting the organization; (14) identifies when issues need to be escalated to higher authorities and effectively alerts appropriate officials.

- Leads Through Influence: (1) Persuades others; builds consensus through give and take; (2) gains cooperation from others to obtain information and accomplish goals; (3) works with others towards achieving agreements that may involve exchanging resources or resolving differences; (4) understands the concepts, practices, and techniques used to identify, engage, influence, and monitor relationships with individuals and groups connected to a work effort including those actively involved; (5) leads through influence over the process and its results, and those who have a vested interest in the outcome (positive or negative).
- Commitment to Continuous Improvement:
 (1) Recognizes opportunities for improvement with regard to programs, policies,

- procedures, practices, and processes; (2) understands and is able to apply the principles, methods, and tools of quality improvement; (3) collects, examines, analyzes, and interprets data from a variety of sources; (4) makes data-driven recommendations/decisions and achieves results.
- Agility: (1) Values collaboration, communication, and feedback and is flexible and open to new ideas; (2) learns rapidly and transforms learning into action; (3) examines processes and practices to perform work most effectively; (4) demonstrates courage and willingness to take calculated risks; (5) assesses readiness; proposes new approaches, methods, and technologies plans, implements, and evaluates change in a transparent, positive, and thoughtful manner; (6) exhibits emotional maturity and stability, effectively manages conflict, and remains optimistic and calm during stressful situations; (7) rapidly adapts to change and leads others through change, while producing tangible results and identifying new opportunities.
- Talent Development: (1) Provides tools, materials, equipment, and resources; (2) provides performance feedback, coaching, mentoring, encouragement, and support; (3) discusses personal and professional goals; (4) provides formal and informal learning and development opportunities that support achievement of personal and professional goals; (5) attracts and develops talent; (6) manages performance throughout the department or City; (7) sets the leadership tone for area of responsibility. Note: This competency is not applicable for employees who are not supervisors.

• Inclusive Leadership: (1) Fosters a diverse, equitable and inclusive workplace where individual differences are valued, and employees feel a sense of belonging: (2) seeks to know and learn about others; welcomes diversity in ideas, perspectives, and thoughts; understands and respects values, attitudes, and beliefs of others: (3) seeks to build diverse teams through inclusive hiring practices (ensures opportunity for individuals of all backgrounds and demonstrates a commitment to hiring the most qualified candidates); (4) cultivates engagement, team building, collaboration; (5) instills trust; (6) recognizes contributions and celebrates accomplishments; (7) promotes the advancement of all employees including those of marginalized identities

(e.g., coaching, mentoring, providing personal and professional development opportunities); (8) actively participates in and encourages others to participate in diversity and inclusion programming and/or training; (9) strategically integrates inclusion into business practices and decisions; (10) demonstrates respect, inclusiveness, understanding, tact, diplomacy, and professionalism in developing and maintaining effective working relationships with others; (11) effectively manages one's own feelings and emotions; (12) builds diverse teams, promotes advancement of marginalized employees, participates and encourages participation of I&D initiatives. Note: This competency is not applicable for employees who are not supervisors.

WORKING CONDITIONS

- Primarily indoors, in a climate-controlled environment.
- Occasionally required to work beyond normal scheduled work hours, or on-call hours.
- · Occasional local or out-of-town travel to meetings, conferences, or seminars.

PHYSICAL REQUIREMENTS

- Near vision enough to read and draft written communications or machine generated reports, etc.
- Speech and hearing enough to communicate in person and by telephone.

PREFERENCES

- Degree in Business, Marketing, or extensive experience in a related field.
- 5 or more years of progressively responsible experience that includes a blend of marketing, public relations, communications, and sales or business development.
- 5 or more years managing a team of professionals with various talents and backgrounds such as community outreach, creative services, content development, and sales/business development.

Evaluation Criteria

Difficulty

This classification is responsible for overall planning, monitoring of department programs and activities, and a thorough knowledge of public transportation functions. The employee must be able to promote a positive image of the City while utilizing knowledge of principles of management and program development. New approaches and previously unused methods are devised and applied within existing concepts and theories. Decisions which are made on matters affecting sectional work activities and procedures may indirectly impact the entire City organization.

Interpersonal Relations

The employee has continual contact with City employees, outside agencies, media representatives, members of trusts, federal, state, and local government officials; contractors and vendors to define, explain, and interpret matters related to departmental and City policies and procedures. Tact, diplomacy, and persuasiveness are necessary to obtain cooperation and acceptance of department programs..

Supervision Given and Received

The incumbent supervises clerical, technical, and professional staff by assigning work, solving problems that arise, and reviewing the work for adequacy and compliance with instructions and procedures. Work is checked occasionally during progress and reviewed upon completion for adequacy of the final results.

Other Duties and Responsibilities

This is a summary of the duties and responsibilities commonly found within this classification. It is not meant to be all-inclusive; thus, other related activities or tasks may be assigned.





Compensation And Benefits

The approved salary range for this position is \$95,818 to \$146,390 and is dependent upon the qualifications and experience of the selected candidate.

Our competitive benefits package includes:

- · Flexible schedules with some telework
- · 96 hours of vacation leave a year
- 130 hours of sick leave a year
- 11 regular holidays a year
- · Retirement plan
- · Credit union with full banking services
- Employee medical center for employee and covered dependents
- Tuition reimbursement
- Employee assistance program
- Life, health, dental and vision insurance options
- Disability plan

Application Process

To be considered for this exceptional career opportunity, please submit your resume, cover letter, and a list of six work-related references (who will not be contacted without prior notice) by **Friday, November 17, 2023.** Resume should reflect years and months of employment, beginning/ending dates, as well as size of staff and budgets you have managed.

Please submit your materials to: https://www.cpshr.us/recruitment/2257.

For additional information about this position please contact:



KYLIE WILSON

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An Equal Opportunity Employer

The City of Oklahoma City is an equal opportunity employer and values diversity and inclusion. The City of Oklahoma City will not discriminate against any applicant or employee because of race, color, creed, national origin, ethnicity, religion, sex (to include sexual orientation and gender identity and/or expression), age, genetic information, disability, or political affiliation. If you require reasonable accommodation at any time during the hiring process, please notify one of the Human Resources Department Representatives by calling 405-297-2530.