

FERRY MARKETING AND EVENTS COORDINATOR

Location: Cape May, New Jersey
\$20.00 per hour

Opening Date: April 29, 2025

Closing Date: Until Filled

I. POSITION SUMMARY

This casual position reports to the Director of Communications and Marketing and assists in creating and building programs and travel packages that attract new customers, retain existing ones and encourage repeated travel for specific Ferry events. Working with the NJ Airports Business Development & Community Relations Manager, the incumbent is responsible for proactively recommending and developing new programs and services, signage, advertising and marketing campaigns that grow business for the Authority's Ferry Operations through individual and group sales. This includes working with outside business and hospitality partners to create excitement and new business opportunities in terminals and on the ferries.

II. ESSENTIAL DUTIES AND RESPONSIBILITIES

- Assists in the development and implementation of comprehensive marketing and advertising plans annually to grow the Ferry's customer base, builds brand loyalty and awareness, and improves the services' fare box recovery
- Recommends, and implements new programs to promote business development and attract new niche markets
- Uses lead generation tools to define new business partnerships in key target areas and provides outreach to those areas and audiences through an array of media tools and channels
- Works collaboratively with other department managers to develop and implement events and programs that bring new audiences to ferry facilities
- Creates and monitors rotating signage in terminals and on boats
- Assists in the development of marketing content to reach audiences through multiple cost-effective channels
- Assists in the development of a strategy to build and maintain programs and activities that will have a positive impact on the community
- Assists with the organization of community outreach programs and coordinates special events that promote products, services, or ideas of the Authority
- Serves as the liaison for community-based events at the Cape May – Lewes Ferry

III. REQUIRED KNOWLEDGE, SKILLS AND ABILITIES

- Knowledge of new media platforms and management tools including content management systems, e-mail marketing, and lead generation tools
- Adept at marketing strategies including contests and editorial calendars that build brand awareness, engage customers and increase sales
- Ability to create new business partnerships, develop programs to utilize partnership strengths, make sales calls, and formalize agreements through written agreements or memos of understanding
- Demonstrated understanding of both B2B and B2C marketing and execution
- Ability to interpret data to determine audience size and appeal of programs to specific targets
- Proficient skills in Microsoft Office Suite tools including strong skills in Word, Excel, PowerPoint and basic skills in photo and graphic programs
- Strong understanding of list development, data management and segmentation
- Strong verbal, written and interpersonal communications skills

- Provides the highest level of customer service and professionalism to all internal and external customers

IV. REQUIRED EDUCATION AND EXPERIENCE

- College student or graduate from an accredited college, university, or community college with a demonstrated background in integrated marketing, advertising, and event coordination
- Demonstrated writing skills, with samples of past work or examples of capabilities required for review

V. LICENSES, REGISTRATIONS, AND/OR CERTIFICATES

- Valid Driver's License

VI. ADDITIONAL REQUIREMENTS

- Delaware River and Bay Authority requires all employees to have direct deposit with a financial institution
- All potential employees will be subject to a background investigation and pre-employment drug testing

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If you are interested in applying for this position please complete the on-line application at www.drba.net. In addition, please attach a resume to the completed application.

The Delaware River & Bay Authority is an Equal Opportunity Employer (EOE).