

WASHINGTON METROPOLITAN AREA TRANSIT AUTHORITY
Executive Vice President & Chief Customer Experience/Engagement Officer



The Washington Metropolitan Area Transit Authority (Metro) was created by an interstate compact in 1967 to plan, develop, build, finance, and operate a balanced regional transportation system in the national capital area. Metro began building its rail system in 1969, acquired four regional bus systems in 1973, and began operating the first phase of Metrorail in 1976. Today, Metrorail serves 97 stations and has 128 miles of track. Metrobus serves the nation's capital 24 hours a day, seven days a week with 1,500 buses. Metrorail and Metrobus serve a population of approximately 4 million within a 1,500-square mile jurisdiction. Metro began its paratransit service, MetroAccess, in 1994; it provides about 2.3 million trips per year.

The Washington Metropolitan Area Transit Authority is seeking an exceptional and dynamic senior leader to join our organization. We are excited about finding an individual that will bring their talents and skills to the WMATA Team in the position of ***Executive Vice President & Chief Customer Experience/Engagement Officer***.

The Executive Vice President & Chief Customer Experience/Engagement Officer will provide leadership, advocacy, and new initiatives to enhance the experience of bus, rail, and paratransit customers. Additionally, this position will be responsible for leading WMATA's communications and marketing efforts, including media relations, corporate reputation management, business and major employer outreach, employee communications, community development, community relations, and crisis management communications. The incumbent will possess the dedication necessary to make a difference and to lead strategic efforts to increase the value and experience of our customers.

The ideal candidate will be responsible for fostering an understanding throughout the organization of the customer's journey and customer life cycle, understanding the customer, and improving the customer's experience across all WMATA products and services. This position will lead and design strategic and tactical initiatives to implement and improve customer experience and increase ridership on the transportation system in the national capital region, and measure and track acquisition, retention and overall customer sentiment. The role provides executive leadership and administration for the *Customer Service, Communications & Marketing, Government Relations, and Community Relations & Outreach divisions*. This position will help develop, shape, and disseminate the agency's messages to a variety of audiences using different approaches.

As a direct report to the General Manager & Chief Executive Officer, the position is tasked with mapping the customer journey and identifying ways to improve the experience for current and future customers as WMATA improves and modernizes the system. Working collaboratively with other departments, this leader will also develop strategies, processes, and programs to resolve existing customer pain points.

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MINIMUM QUALIFICATIONS:

- Education
 - Bachelor's degree in Business, Communications, Liberal Arts, Public Administration, Public Relations, Marketing, or related field.
- Experience
 - A minimum of twelve (12) years of senior management experience in marketing, public relations, and communication.
 - Five (5) years in a senior-management level position directing marketing, communications, public relations, and customer service experience.

TO APPLY:

WMATA has engaged PRM Consulting Group (www.prmconsulting.com), a retained executive search firm, to assist with the recruitment of the Executive Vice President & Chief Customer Experience/Engagement Officer. Interested parties should contact Gregory L. Davis, via email at Gregory.Davis@prmconsulting.com, or Sharyum.FStancil@prmconsulting.com to obtain more information. Include a cover letter and resume.

WMATA is an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability, status as a protected veteran, or any other status protected by applicable federal law. This posting is an announcement of a vacant position under recruitment. It is not intended to replace the official job description.