



Programs & Outreach Specialist

Description

Commuting Solutions is seeking a Programs & Outreach Specialist to join its collaborative, dynamic and creative team. This position is responsible for initiating and implementing sales initiatives and programs in the northwest metro region for the suite of regional Transportation Demand Management (TDM) program services, Bike to Work Day and other special projects, as well as expanding business engagement in employer-provided commuting options.

Downtown Superior TDM Program

Implement this new program for the Downtown Superior Transit Oriented Community.

Convene public and private sectors to create and implement a branded TDM program.

Grow engagement in the program and services among residents, employees and visitors through outreach efforts.

Collaborate with RTD, Town of Superior and the master developer to re-route transit service to serve the development.

Explore options for a bikeshare and carshare program within Downtown Superior.

Implement visitor bike parking for larger events hosted at Sport Stable.

Complete data collection and complete reporting to measure program effectiveness.

Customer Relationship Management (CRM) Mobilization

Implement Sales Force CRM to expand the organization's customer infrastructure and supporting services.

Define and implement best practices to fully embrace Sales Force for membership recruitment, retention, marketing, employer outreach, events and accounting functions.

Denver Regional Council of Governments (DRCOG) TDM Partnership

Initiate and conduct meetings with employer prospects and existing members.

Schedule and implement community events, employer events, and meetings with companies and property managers to promote the regional TDM Program suite of services.

Implement Way to Go's Telework Tomorrow program by providing support and guidance to employers interested in implementing permanent Telework Programs. Prepare materials and conducts presentations for employers, jurisdictions, and other local organizations.

Maintain employer data base and Salesforce and reports activities to meet program performance goals.

Measure employer TDM effectiveness and completes program reports.

Coordinate Bike to Work Day, Winter Bike to Work Day and GoTober program planning.

Workplace Commute Ambassador Network (WCA)

Implement commute options programs at member organizations.

Seek to expand membership of the WCA Network.

Plan and prepares materials and agendas for WCA meeting (two per year), webinars, and lunch n learns.

Develop and implements employer work plans that support the use of commute options.

Regional Transportation District (RTD) Service Contract

Implement an annual service contract with the RTD by conducting employer and community outreach. Educate employers and employees about transit in the US 36 corridor, SH 119 corridor and surrounding area.

Manage inquiries and follows up on requests for transit information from companies, employees, and community members.

Update RTD bus schedule racks at select employer locations.

Plan and implement How to Ride Events and Rider Appreciation events.

Bike-n-Ride Shelter Contract

Educate employers and residents about a new secure bike parking program.

Establish and support the program administration to distribute RFID key cards to the general public.

Ride Free Lafayette

Implement a grant with Boulder County to provide marketing and community outreach for the new Ride Free Lafayette service, a free, route-less bus service within the City of Lafayette.

Educate and respond to community inquiries regarding the new service.

Administration

Creates a regional TDM plan in partnership with local government stakeholders.

Implement logistics for quarterly membership meetings and other company events.

Maintain the organization's employer database and My Way to Go administration.

Complete monthly grant reports, as necessary.

Assists Executive Director, as needed.

Requirements

Completion of Bachelor's degree in Planning, Marketing, Business

3-4 years of TDM, sales and/or outreach experience; equivalent combination of applicable education and experience.

Previous experience with a CRM, Sales Force is preferred.

Working knowledge in areas of sales, customer service, relationship building and client prospecting.

Familiarity with Transportation Demand Management services desirable.

Familiarity with project management.

Motivated, self-starter with strong interpersonal skills, good judgment and the ability to communicate professionally with diverse audiences.

Position responsibilities could change based upon organizational needs.

Available to staff occasional early morning/evening meetings, weekend events, etc.

Must have a valid driver's license and access to a vehicle for business use (mileage is reimbursed).

Benefits

Commuting Solutions provides 100% coverage of full-time employee's health, vision and dental insurance, transit benefit, flexible work schedule and teleworking.

Please send cover letter and resume to Audrey DeBarros, Executive Director, audrey@commutingsolutions.org.