



commute options

Date: January 4, 2022
Job Title: **Vanpool & Communication Coordinator** Reports To: **Executive Director**
Employment: Regular, Full Time Work Schedule: L-V, 8:00 am – 5:00 pm
FLSA Status: Nonexempt Work Location: Office 50% & Remote 50% (Exemptions due to COVID 19)

JOB DESCRIPTION SUMMARY

The Vanpool & Communications Coordinator is responsible for forming new and supporting existing vanpools and broadening the impact of Commute Options' initiatives with communication to the community. **Vanpools** are an element of the transit system that allow groups of people to share the ride similar to a **carpool**, but on a larger scale with concurrent savings in fuel and vehicle operating costs. The Coordinator will promote and market the vanpool program through outreach to employers and employees in the Commute Options service area to increase vanpool participation. The Coordinator will also manage platforms, including websites, social media accounts, email and other dissemination tools. This person will publish and promote marketing, editorial, press release, and fundraising content/campaigns.

ESSENTIAL JOB DUTIES & FUNCTIONS – These can be performed with or without an accommodation. Allocation of time: 25 hours per week on Vanpool and 15 hours per week communication
60% vanpool 40% communication.

- Identify and recruit employers to form new vanpools and provide ongoing communications and support. Assess the transportation needs of area businesses to assess readiness to offer vanpooling options.
- Research existing conditions, with email, phone calls, and visits to worksites.
- Manage existing accounts and grow employee participation with those accounts.
- Make vanpool presentations to employer decision makers, employees, the commuting public, community, professional, and social organizations and other vested parties.
- Coordinator will be the contact for the vanpool participants, managing their participation in Get There to log van trips.
- Help secure safe and convenient parking for participants to board the van and park individual vehicles.
- Submit monthly reports on lessons learned, vanpool data from participants, vehicle miles reduced data, and manage vanpool reporting on Get There.
- Work with the Commute with Enterprise vanpool vendor to support successful implementation of vanpools.
- Assist participating employers in establishing incentives to increase employee participation at their work site
- Conduct marketing events and promotions at area businesses to increase awareness and participation in alternative modes of transportation.
- Implement Commute Options' communication strategy.
- Manage the tone, voice, and content of Commute Options brand presentations across all communication channels, including website, social media, and print and radio.
- Collaborate with Commute Options staff to design and implement project and event-specific communications plans.
- Cultivate media relationships and proactively identify opportunities to raise public awareness of active transportation in Central and Eastern Oregon. Oversee organizational response to media inquiries.
- Manage Commute Options communications; social media, newsletter, blog, articles, press releases, and website.
- Answer phone calls, voicemails, emails to info@commuteoptions.org promptly with accurate information and strong customer service.
- Work with the executive director on new projects as needed and directed.



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- Perform other work assigned by the executive director for the further development of the agency.

COMPETENCIES

- Handles Conflict & Difficult Situations – Listens well and seeks understanding and resolution even with disagreeable people.
- Stress Management – Accepts pressure and maintains composure and perspective in tense situations and under deadlines with funders, donors, community partners and members, Board, and staff.
- Detail Oriented & Quality Focus – Verifies all work. Recognizes and addresses flaws or errors. Receives constructive criticism and seeks to improve.
- Organization and technology skills - Able to update and add to Google Drive systems and support staff with minor technology updates.
- Interpersonal Communication – Builds rapport with a positive and collaborative attitude with all levels of people within the organization and outside.
- Nonprofit & Job-Specific Knowledge – Understands transit industry and active transportation issues and its standards, practices, and processes.
- Comfortable and adept at making presentations to small and large audiences.
- Articulate, persistent, performance driven, results oriented, and a sense of humor.
- Work well in a team environment.
- Organized, punctual and a self-starter who can work with minimal supervision.
- Experience in customer service and responding to customer inquiries.

QUALIFICATIONS

- Embraces the mission of Commute Options.
- Four-year college degree in business, communication, marketing or a related field, or experience commensurate with education.
- 2-3 years' work experience in outside sales, preferably selling a product or service
- Relevant experience with a thorough knowledge of marketing, communications, social media and engagement strategies.
- Bilingual in both English and Spanish preferred.
- Always demonstrate professional conduct.
- Be organized and exhibit "follow through" on tasks and goals.
- Possess the skills to work with a team and participate with a focus on collaboration.
- Knowledge in transportation options industry principles and laws.
- Excellent computer skills including Microsoft Office (Word, Excel, PowerPoint), Google Drive, social media, Adobe Creative Suite, and WordPress.
- Excellent written and verbal communications skills.
- Project management experience.
- Brand development/management experience.
- Strong attention to detail and ability to complete tasks efficiently.
- A flexible, collaborative nature and a good sense of humor.
- Experience maintaining positive relationships with a diverse array of internal and external stakeholders.
- Working knowledge of the nonprofit sector is preferred.
- Proof of eligibility to work in the United States of America.



WORKING CONDITIONS, ENVIRONMENT & PHYSICAL DEMANDS

Working conditions require sitting or standing for prolonged periods of time working at a desk and computer workstation. Must be able to frequently perform simple grasping, fine manipulation, and repetitive hand and arm movements on a regular basis. Must be able to walk, stand, bend, twist, run, ride, and roll and perform these actions in work settings and at events. Must be able to stand and sit for prolonged periods of time and can safely lift and carry up to 50 pounds of materials and equipment.

The above statements are intended to describe the general nature and level of the work to be performed by people assigned to this work. This is not an exhaustive list of all duties and responsibilities associated with the position. Commute Options reserves the right to amend and change responsibilities to meet business and organizational needs.

My signature below indicates that I have reviewed this job description and have received a copy.

Employee Signature

Date

Executive Director Signature

Date