



commute options

Date: April 1 2022
Job Title: **Communication & Program Coordinator** Reports To: **Executive Director**
Employment: Regular, Full Time Work Schedule: M-F, 8:00 am – 5:00 pm (with flexibility)
FLSA Status: Nonexempt Work Location: Office 50% & Remote 50% (remote work time flexible due to COVID-19)

JOB DESCRIPTION SUMMARY

The Communication & Program Coordinator is responsible for broadening the impact of Commute Options' initiatives with communication to the community and forming new and supporting existing vanpools through our Vanpool Program. **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 and functions 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.

A DAY IN THE LIFE

- Assesses the transportation needs of area Central Oregon businesses, and determines their readiness for vanpool options by reaching out via email, phone call, and visits to worksites.
- Manages and supports existing vanpools, and grows employee participation with those accounts.
- Makes vanpool presentations to employers, commuters, and other decision makers and vested organizations.
- Helps vanpool participants participate in the Get There program, and log their van trips.
- Makes the vanpool trips safe and convenient for all, by securing parking for participants to board the van and park their individual vehicles.
- Submits reports after collecting vanpool data to use to improve the program.
- Works with partners such as Commute with Enterprise and employers to implement new vanpools, and increase employee participation.
- Hosts and conducts marketing events and promotions at area businesses to increase awareness and participation in alternative modes of transportation.
- Manages the tone, voice, and content of the Commute Options brand across all communication channels, including our social media, newsletter, blog, articles, press releases, radio, and website.
- Collaborates with Commute Options staff to design and implement project and event-specific communications plans.
- Cultivates media relationships and proactively identifies opportunities to raise public awareness of active transportation in Central and Eastern Oregon. Oversee organizational response to media inquiries.
- Manages Commute Options communications; Answers phone calls, voicemails, emails to info@commuteoptions.org promptly with accurate information and strong customer service.
- Works with the executive director on new projects as needed and directed, and performs other work assigned by the executive director for the further development of the agency.



commute options

QUALIFICATIONS

- Embraces the mission of Commute Options.
- Four-year college degree or experience commensurate with education.
- 2-3 years' work experience in outside sales, preferably selling a product or service
- Relevant experience with marketing, communications, social media and engagement strategies.
- Bilingual in both English and Spanish preferred.
- Computer skills including Microsoft Office (Word, Excel, PowerPoint), Google Drive, social media, Adobe Creative Suite, and WordPress.
- Written and verbal communications skills, and project management experience.
- Brand development/management experience.
- Experience maintaining positive relationships with a diverse array of internal and external stakeholders.
- Listens well and seeks understanding and resolution during conflicts and difficult situations.
- Accepts pressure and maintains composure and perspective in tense situations and under deadlines with funders, donors, community partners and members, Board, and staff.
- Knowledge or interest in the transportation options industry and laws.
- Detail oriented and quality focused. Verifies work, recognizes and addresses errors, and is open to constructive feedback and seeks to improve work consistently.
- Interpersonal Communication – Builds rapport with a positive and collaborative attitude with all levels of people within the organization and outside.
- Comfortable and adept at making presentations to small and large audiences.
- Work well in a team environment.
- Experience in customer service and responding to customer inquiries.
- Proof of eligibility to work in the United States of America.

BENEFITS

- Flexible work hours within Monday through Friday timeframe.
- Ability to work remotely up to 50% (with COVID-19, options to work more than 50% remotely as needed)
- Extensive benefits package and PTO: employer paid health care, Vanguard 403b retirement account, cell phone stipend.
- Paid personal and professional development opportunities.



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