



Date: April 20, 2026
Job Title: **Program Manager**
Employment: Full time
FLSA Status: Nonexempt

Reports To: **Executive Director**
Work Schedule: M-F *must be able and willing to work occasional evenings and weekends*
Work Location: Hybrid – home office, and In the field combination

Pay Rate: \$36.00 - \$40.00 per hour (DOE)

JOB DESCRIPTION SUMMARY

The Program Manager leads the statewide implementation, coordination, strategic planning, marketing, and evaluation of the Oregon Friendly Driver (OFD) Program, a transportation safety education initiative focused on safe interactions between drivers and people walking, biking, and using micromobility.

This role is responsible for statewide program growth, including expansion of in-person and online learning systems, instructor networks, partnerships, and marketing outreach. The position requires independent judgment in program delivery, statewide outreach strategy, subcontractor coordination, curriculum development, and e-learning management.

SUCCESS IN THIS ROLE

Success is demonstrated by:

- Increase in OFD participation and course delivery
- Expansion across all ODOT regions with increased partner and instructor coverage
- Growth in both in-person and online engagement
- Consistent application of OFD branding and messaging statewide
- Improved reach into priority audiences (students, recertification participants, older drivers, underserved communities)
- Reduced gaps in statewide program access and participation
- A completed and actively used 3-year Strategic Plan and aligned work plan supporting ODOT objectives
- Effective use of marketing data to guide outreach and expansion decisions
- Sustainable workload distribution across instructors, subcontractors, and partners

ESSENTIAL FUNCTIONS

STRATEGIC PLANNING & PROGRAM GROWTH

- Lead development and implementation of a Strategic Plan and annual work plan aligned with ODOT contract requirements
 - Drive statewide program expansion, increasing course delivery and participation
 - Serve as Lead Program Administrator supporting instructors, subcontractors, and partners
 - Train and expand instructor network using Train-the-Trainer models
 - Identify and address gaps in statewide reach, access, and participation
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STATEWIDE MARKETING, OUTREACH & PARTNERSHIPS

- Develop and coordinate statewide marketing strategies to expand OFD reach
 - Identify and prioritize target audiences
 - Ensure consistent use of OFD branding across all materials and partners
 - Attend conferences, events, and community gatherings statewide to promote OFD
 - Expand OFD statewide through new institutional and community partnerships
 - Collaborate with school districts and higher education institutions to deliver programming and events
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PROGRAM DELIVERY & INSTRUCTION

- Deliver OFD instruction in in-person, virtual, and hybrid formats
 - Travel statewide for instruction, outreach, and partnership development
 - Ensure consistent program quality across all delivery methods
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ONLINE LEARNING & CURRICULUM DEVELOPMENT

- Manage e-learning courses using Articulate or similar platforms
- Develop, update, and expand online learning content
- Expand curriculum based on legislation, safety trends, and community needs
- Develop additional content for:
 - Bicycle and Pedestrian safety
 - Electric micromobility education
- Ensure alignment between online and in-person curriculum

DATA, EVALUATION & REPORTING

- Track and analyze statewide program performance
 - Maintain and update statewide tracking systems and spreadsheets
 - Produce quarterly reports evaluating program growth and marketing effectiveness
 - Use data and Marketing Plan alignment to guide ongoing strategy and improvements
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COMMUNICATIONS & STATEWIDE DOCUMENTATION

- Coordinate statewide photo documentation project in one rural and one urban location
 - Use visual documentation to support marketing, outreach, and branding consistency
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COMPLIANCE & SUBCONTRACTOR COORDINATION

- Ensure alignment with ODOT contracts, grant requirements, and deliverables
 - Coordinate subcontractors and ensure performance compliance
 - Support budget tracking and reporting requirements
 - No direct staff supervision required
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EQUITY, ACCESSIBILITY & INCLUSION

- Ensure all programming and materials are:
 - ADA-compliant
 - Culturally responsive
 - Accessible and mobile-friendly
 - Multilingual (English/Spanish minimum)
 - Support equitable statewide access across all regions and populations
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COMPETENCIES

- Strategic planning and statewide program development
- Marketing strategy and audience segmentation
- Data analysis and performance tracking



- Partnership and subcontractor management
 - Public engagement and outreach coordination
 - Strong communication and cross-cultural competency
 - Ability to translate data into actionable program decisions
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MINIMUM QUALIFICATIONS

- Experience in program management, statewide initiatives, or equivalent field
 - Experience in outreach or public engagement strategy
 - Experience managing partnerships, contractors, or decentralized teams
 - Experience developing strategic plans or structured work plans
 - Strong written and verbal communication skills
 - Ability to travel frequently statewide
 - Valid driver's license
 - Ability to meet physical demands of the role
 - Authorization to work in the U.S.
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PREFERRED QUALIFICATIONS

- Experience with transportation, safety, public health, or education programs
- Experience with LMS platforms and e-learning tools (e.g., Articulate)
- Experience leading equity focused outreach initiatives
- Experience managing statewide marketing campaigns
- Bilingual (English/Spanish) capability

BENEFITS

- Extensive benefits package and PTO after first 90 days of employment: 100% employer-covered health insurance, Vanguard 403(b) retirement account - employer contribution, cell phone stipend.
- Holidays: 12 paid holidays
- Paid personal and professional development opportunities: we invest in the growth and advancement of our employees by offering financial support for activities such as attending conferences, workshops, trainings, or pursuing further education, especially in areas such as unconscious bias awareness, cultural competency and responsive communication, and trauma-informed practices.
- This benefits package demonstrates Commute Option's commitment to supporting its employees' well-being, financial security, and professional development.
- Differential pay (see below).

WORKING CONDITIONS, ENVIRONMENT & PHYSICAL DEMANDS

Working Environment

- This position involves working both in an office setting and outdoors on roadways, sidewalks, bike paths, parks, school grounds, and parking lots.

Working Hours

- This position requires early morning shifts and occasional evening work. Morning start times vary, beginning as early as 7:00 AM, depending on school schedules. Evening commitments are based on event hours but typically conclude by 8:00 PM.

Essential Physical Requirements & Effort

- The person in this position needs to move safely in both inside and outside environments.
- Ability to transport, position, move, and safety handle equipment or materials up to 50 pounds.

Travel Requirements

- Must have a reliable means of transportation.

Commitment to Inclusivity, Equity, and Accessibility:

At Commute Options, we are dedicated to fostering an inclusive and equitable workplace where every voice is heard and every contribution matters. We encourage applications from candidates of all backgrounds and identities. Our workplace culture prioritizes safety, inclusivity, and belonging, particularly for marginalized professionals.

Differential Pay



We value the diverse skills our employees bring to the table, and we recognize the importance of multilingual abilities in our organization. To encourage and reward the talent of our multilingual team members, we offer differential pay for employees who speak more than one language. This additional compensation is designed to recognize the extra value multilingual individuals bring to our work environment, whether in customer service, internal communications, or other areas where cross-lingual skills enhance our efficiency and outreach.

- **Eligibility:** Employees who are proficient in more than one language and use these skills regularly as part of their job responsibilities will be eligible for the multilingual pay differential.
- **Rate of Pay:** The multilingual differential pay will be determined based on the level of language proficiency, frequency of language use, and the specific job duties that require multilingual communication.
- **Languages Covered:** A range of languages will be considered, with particular emphasis on those most relevant to the regions we serve or our internal operations.

Reasonable Accommodations:

We are committed to providing reasonable accommodations to ensure that all employees, including those with disabilities, can perform the essential functions of their job. If you require any accommodations during the application or employment process, please contact info@commuteoptions.org to discuss how we can support your needs.

Universal Design and Accessibility:

We embrace universal design principles to ensure our recruitment and hiring processes are accessible to all individuals. As part of our commitment, candidates invited to interview will receive a copy of the interview questions in advance to promote equitable preparation and participation. This practice ensures that all candidates have the opportunity to demonstrate their qualifications fully.

EEOC Statement:

Commute Options is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity or expression, national origin, disability, age, protected veteran status, or any other characteristic protected by law.

APPLY

If you're excited to lead a statewide program that makes Oregon's roads safer for everyone, we'd love to hear from you. Please submit your resume and cover letter to info@commuteoptions.org



Employment is contingent upon verification of eligibility to work in the United States as required by federal law.

The above statements describe the general nature and level of the work performed by people assigned to this role. 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.