

BELLEVUE DOWNTOWN ASSOCIATION
TransManage Outreach & Marketing Coordinator

Part-Time (20 hours per week).

The Bellevue Downtown Association seeks a part-time **TransManage Outreach and Marketing Coordinator** to support its transportation services business. TransManage, downtown Bellevue's transportation management association, is the primary ridesharing and commute trip reduction service for downtown Bellevue businesses, commuters and residents. We partner with the City of Bellevue, City of Kirkland, King County Metro and other public agencies to provide outstanding commute trip reduction services and programs. The TransManage Outreach and Marketing Coordinator will provide outreach and marketing services for the Totem Lake Green Trip program both inside the office and at transportation and community events throughout Totem Lake, and will interface with a variety of constituents including employers, employees, residents and visitors.

Essential Job Functions

The TransManage Outreach and Marketing Coordinator will be responsible for marketing, operations and customer service activities through interaction with employers, employees, residents and property managers. Specific tasks include:

Marketing:

- Assist in developing and implementing commute options marketing and outreach strategies targeted at Totem Lake employers, commuter and residents;
- Maintain content on Totem Lake Green Trip and Choose Your Way Bellevue website;
- Assist commuters and residents with commute planning;
- Help develop, plan, coordinate and deliver transportation on-site presence at Totem Lake Green Trip events and street team;
- Provide support for other TransManage events and promotions;
- Assist with implementing TransManage program social media campaigns;
- Other transportation marketing tasks as needed.

Operations:

- Assist in the delivery of a variety of programs and services including on-site marketing services;
- Report program and event metrics to partners, BDA board members and the public;
- Provide backup support for BDA office and events.

Customer Service:

- Provide timely and friendly customer service to commuters and employers seeking information about transportation alternatives;
- Assist TransManage in improving services and programs to better meet the needs of customers;
- Work with partners to develop and implement new and innovative programs and services.

Making A Great Place Together

Minimum Qualifications

The successful candidate will have a passion for transportation, particularly in the area of promoting alternatives to driving alone. Minimum of an Associate Degree or equivalent experience, with an emphasis in marketing, communications or transportation policy, desired; project management skills and excellent oral and written communication skills required. We seek a multi-tasker who can work independently, is capable of developing and implementing improved program operations, and is interested in working in an environment where growth and success are nurtured. Software knowledge requirements include Word, Excel, Outlook, PowerPoint and Access; publishing or web capabilities a bonus. Social networking (Facebook, Twitter, YouTube) experience required.

Salary

\$15-\$17 per hour, DOE. Annual bus pass provided.

Special Notes

This is a limited-term position made possible through grant funding, with an ideal start date of February 1, 2012. The position has an anticipated end date of December 31, 2012; however there is potential for extending employment beyond that date based on funding availability.

To Apply

Please forward resume and cover letter to Barbara@bellevuedowntown.org or fax to 425-646-6634. For questions about the position, contact Caryn Walline, TransManage Program Manager, at 425-453-0644 or caryn@bellevuedowntown.org.