



Job description

City Go Communications Specialist Job Posting

Do you love to help people? Are you someone who likes to collaborate with others? Do you enjoy working with organizations and people from all walks of life? Let's get moving...

Check out the City Go Communications Specialist position below:

City Go, a mobility collaborative of public and private partners in downtown Boise, is looking for someone to develop and implement targeted marketing initiatives and outreach plans for commuters of all ages and stages in life. This position works with employers, community groups, and commuters to promote City Go services and ultimately reduce the number of single-occupancy vehicles traveling in, out, and around downtown Boise. The position will share sustainable transportation information and City Go's mission through written and multi-media communications including social media, electronic newsletters, flyers, videos, website updates, and more. This position will support City Go and Valley Regional Transit (VRT) to ensure a cohesive and responsive communications program that promotes public transportation.

The ideal candidate:

- Is self-driven, proactive, and productive and possesses excellent communication skills.
- Will have experience creating engaging written campaigns and be able to curate meaningful and inspiring content using graphic design.
- Is a strong writer who can compose on-brand, grammatically correct marketing material and communications, with an attention to detail.
- Possesses strong organizational skills and the ability to effectively communicate with people from varied backgrounds.
- Is someone who loves serving the community through transportation and has a passion for helping others.

City Go, a program of Valley Regional Transit, is the transportation management association for downtown Boise. For more information please visit www.citygoboise.com and www.valleyregionaltransit.org.

To apply for this position, please send your resume and cover letter of interest to vrtjobs@thompsonconsulting.com.

Want more information? Read on:

RESPONSIBILITIES:

- Collaborate with City Go team to develop and implement targeted marketing tactics, tools, and education programs for commuters of all ages and stages of life.
- Develop innovative opportunities and content to enhance the work and mission of City Go.
- Provide focus and manage the communications content to ensure a consistent vision and branding for organization.



- Develop and implement outreach plan to reach commuters, residents, and visitors about mobility options.
- Manage and create content for City Go's social media, blog, and newsletter.
- Create and manage a dynamic blog for City Go with all the transportation happenings, developments, and news that impacts downtown Boise.
- Develop communication and marketing materials to members and downtown businesses on sustainable transportation options including email campaigns, invitations, event announcements, videos, newsletters, etc.
- Oversee website maintenance and updates using Square Space.
- Work with marketing contractor on all marketing campaigns.
- Develop digital marketing materials.
- Develop videos on transportation benefits for downtown Employers.
- Support other City Go staff in creating communication and marketing resources.
- Support other City Go staff in developing and implementing City Go events.
- Track and report of performance measures related to job duties.
- Assist as needed with City Go's Sales and Marketing Committee.
- Work closely with partner organizations on co-branding and co-marketing efforts.
- Provide regular, timely updates on progress and status of communications plan and monitor and provide analytics reports on effectiveness of communications strategies.
- Create and manage opportunities for community outreach via digital platforms and in-person events.

MINIMUM QUALIFICATIONS:

- 3-5 years of relevant work experience in communications, marketing, or transportation demand management
- Excellent written and verbal communication skills
- Self-motivation and initiative to work independently
- Associates or Bachelor's Degree in relevant field preferred
- Website maintenance experience with Square Space preferred
- Adobe illustrator or other design platform experience preferred

Salary: Range begins at \$19.62 per hour with consideration given for experience.

Excellent benefits package includes: Health, Dental, and Vision Insurance. Holiday pay, sick and vacation leave. PERSI retirement plan.

Position is open until filled.

Valley Regional Transit is an equal opportunity employer.

Employment Type:

Full-time