Marketing & Outreach Coordinator Position Opening

Do you want a career with mission and purpose? Are you a creative communicator who enjoys marketing events and connecting with the community? Do you have mad social media skills?

Let's get moving…

Valley Regional Transit seeks a talented communicator for the Marketing & Outreach Coordinator position. Reporting to the Communications Director, the Marketing & Outreach Coordinator is responsible for promoting VRT online and in person. The position develops strategies and produces content for digital and social media platforms; supports various communications and marketing efforts to enhance the VRT brand, services, and programs; and leads and supports various events and outreach efforts. As part of a small team, the Marketing & Outreach Manager has broad and varied responsibilities, with an emphasis on digital communications across multiple platforms and outreach and public engagement support.

The ideal candidate is:

- A thoughtful and inspiring communicator with experience in both marketing outreach events and social media management
- One who takes initiative and is also dependable, self-motivated, and provides exceptional follow-through
- Professional and articulate and can communicate with a wide range of diverse individuals across the community
- A positive team player who will take the lead in collaboration with others

Responsibilities:

- Manage the development and implementation of marketing and communication tactics, tools, and collateral that align with the VRT Communications Plan
- Develop a digital communication strategy for VRT's website and social media channels
- Develop innovative content for social media, newsletters, and other platforms to grow the VRT brand (coordinating with partners, stakeholders, and other departments as applicable)
- Develop and support various marketing and outreach campaigns to promote the VRT brand, improve the rider experience, and further establish VRT as a thought leader in the region
- Monitor and advise on digital communications and social media best practices, trends, emerging tools, and potential opportunities
- Help create and maintain inventory of branded and accessible digital and printed materials, including partner toolkits, graphic libraries, brochures, fact sheets, and more
- Ensure consistency, communication, and collaboration with VRT's brand and communications strategy
- Coordinate with VRT departments and/or contractors, vendors, and stakeholders to ensure consistent communication and branding, as applicable
- Create and participate in public events and community outreach initiatives to engage the community at large as well as targeted community groups
- Create and manage opportunities for community engagement through digital platforms and in-person events
- Support VRT's annual community engagement campaign for service changes, specialized programs, and other services (will include occasional evenings and weekends, as needed)
- Manage working relationships with partner organizations on cross-promotional efforts

- Provide regular, timely updates on progress and status of communications plan, and monitor and provide analytics reports on progress
- Assist and lead VRT-hosted community events (i.e. Stuff the Bus, Blood Drives, etc.)
- Represent VRT to community groups, committees, and stakeholders as directed
- Other duties as assigned

Minimum Qualifications:

- Bachelor's degree in relevant field (Marketing, Communication, Public Relations, etc.) strongly preferred
- 1-2 years required (3-5 years preferred) experience in communications, marketing, public engagement, or other relevant fields, preferably in transportation, nonprofit, or public sectors
- Experience using, managing, and creating content for social media channels, including, but not limited to: Facebook, Instagram, Twitter, LinkedIn, Nextdoor, and TikTok
- Design experience, including the creation of digital and social media content and print materials; Canva experience preferred, Adobe Suite experience a plus
- Experience in video editing and/or event planning a plus
- Excellent written and interpersonal communication skills
- Self-motivated and able work independently
- Ability to design and create social media content (visual and copy)
- Ability to represent VRT at various community events and be flexible with scheduling outside normal office hours
- Ability to work in a rapidly changing environment and to change priorities
- Ability to respectfully and effectively work with a diverse range of people
- Ability to continually learn and adapt as job requirements change and new opportunities arise
- Ability to think strategically and develop and implement new ideas
- Ability to communicate complicated technical information in simple and easy to understand terms
- Working knowledge of general technology applications, social media platforms, and mobile applications
- Must have a valid driver's license and ability to operate a motor vehicle

Salary Information:

- Starting salary range: $52,100 - $58,000 with consideration given for experience.

Location: Meridian, Idaho, with flexible/hybrid remote work options

Excellent benefits package includes:

- Health, dental, and vision insurance
- Holiday pay, sick, and vacation leave
- State retirement plan (PERSI): pension and optional 401(k) (see https://www.persi.idaho.gov/ for more information!)

Employment Type:

- Full-time, exempt

To Apply: Submit Cover Letter and Resume to vrtjobs@thompsonconsulting.com

Valley Regional Transit is an equal opportunity employer.