

## Mobility Education Manager Position Opening

### *Great Organizational Culture \* Enriching Work that Changes Lives \* Incredible Benefits*

Reporting to the Communications Director, the Mobility Education Manager is responsible for training the public and partners on accessing transportation services in the region. The Mobility Education Manager will provide travel education and trip planning across modes for groups and partners, create and host travel education events and experiences, manage material distribution, and build an ambassador program. In coordination with the Business Development Manager, the Mobility Education Manager will support City Go members with various outreach needs to ensure ongoing connection.

#### The ideal candidate is:

- A community oriented professional with at least 3-5 years of experience in communications, business development or volunteer coordination, preferably in the public or non-profit sector.
- A responsible and dedicated self-starter, who can work independently and also collaborate with a team.
- A positive and engaging communicator with the ability to train and teach.

#### Responsibilities:

- Collaborate as a productive member of the Communications & Engagement Team with other team members under the direction of the Director of Communications
- Conduct traveler orientation activities (in-person presentations, group training, etc.) across different travel modes for various partner groups, including human service agencies, community groups, schools and universities, pass program holders, and more, especially with groups identified in VRT's Title VI policy
- Collaborate with local mobility partners to enhance mobility education, including bikes, scooters, mobility devices, vanpool, and more, building on the City Go mission
- Build and manage a travel ambassador program, training interested members of the community to assist with mobility education, event attendance, digital content creation, and more, managing volunteer hours and creating and coordinating participant benefits and events
- Manage contact list for and distribution of VRT route brochures and information materials to ensure VRT's information in the community is up-to-date and advance department goals of brand visibility
- Develop and manage ongoing public travel education at transit centers, onboard services, community hubs, including libraries, schools, universities, service organizations, and membership program participants, coordinating with the Community Outreach Manager and Business Development Manager
- Create and conduct and/or manage ambassadors to conduct travel education across various modes of travel through community event participation and VRT-hosted travel education events, coordinating with the Community Outreach Manager
- Assist VRT staff at transportation fairs, system outreach, service change outreach, ridership surveying, and other events designed to communicate and educate the public about regional transportation services
- Work with the VRT Content Team to capture photos, videos, and stories from community events and trainings to be used for VRT marketing and communications needs
- Identify and document safety concerns and gaps in mobility services, programs, and infrastructure that create barriers for individuals or groups to access the region's mobility

choices, providing feedback to leaders about the challenges riders have in navigating VRT's system and identifying interventions

- Oversee mobility education budget for events, promotions, and ambassador benefits
- Compile data and create reports on program performance measures, volunteer hours, and more
- In coordination with the Communications & Engagement Team, build and maintain a rider incentive program to encourage ridership and participation
- Assist in creating and gathering educational materials and digital content integral to community events and mobility education with an eye toward language translation and interpretation needs
- Create and host ongoing events to support and celebrate ambassadors, membership program participants, community partners, and more
- Provide City Go members with travel education support, working with the Business Development Manager
- Other duties as assigned

#### **Minimum Qualifications:**

- Bachelor's degree in Communications, Marketing, Business Management, or related field strongly preferred
- 3-5 years' experience in marketing, communications, business development, volunteer coordination, or public sector or nonprofit fields
- Ability to work with and function as a team member of an interdisciplinary team at all levels within the organization
- Ability to work in a rapidly changing environment and to change priorities accordingly
- Ability to respectfully work with a diverse range of people
- Ability to continually learn and adapt as job requirements change and new opportunities arise
- Above average use of the English language in verbal and written forms
- Ability to communicate complicated technical information in simple and easy to understand terms
- Working knowledge of applicable federal, state and local rules and regulations as they apply to transit
- Willing to become the expert authority in one or more subjects
- Excellent organizational, time management, and problem-solving skills
- Frequently involves sitting, using hands to handle or feel, reaching with hands and arms, talking and hearing
- Must be able to sit in front of a computer for long periods of time
- Involves light physical activity performing non-strenuous daily activities of primarily administrative nature
- Requires ability to travel between sites and to community functions by car and bus
- May require extended periods of time in the field, standing, stooping, and lifting (various marketing materials)
- Valid Idaho driver's license

#### **Salary Information:**

- Starting salary range: \$53,000 - \$59,000 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 your resume on Indeed [Apply on Indeed Here](#)**

*Valley Regional Transit is an equal opportunity employer.*