



**JOB DESCRIPTION:** Commute Options Lead, Innovate Memphis

**LOCATION:** Memphis, TN

The Commute Options Lead will promote transportation choices at worksites and work with a team to increase transit use, walking, rideshare and bicycling to work and school. The project is funded with a Congestion Mitigation and Air Quality (CMAQ) grant from Tennessee Department of Transportation. Its goal is to reduce people driving alone to work.

**The Commute Options Lead** will provide management and delivery of Commute Options Travel Demand Management (TDM) Initiative programs and services. The Lead will develop, market and implement programs to employers and commuters about transportation choices, under direction of the Transportation and Sustainability Program Manager. The Lead is responsible for recruiting, program initiation and delivery, Ambassador and event scheduling, data and performance reporting; and evaluating and incorporating new TDM strategies. Responsibilities include but are not limited to, the following:

- Recruit participating worksites
- Work with employers to implement incentives, programs and strategies. Act as a liaison between partners and employers
- Implement and analyze surveys at worksites to inform program strategies
- Coordinate with Memphis Area Transit Authority (MATA) to develop and launch employer pass programs and pre-tax transit benefits, including coordination of technical needs and logistics
- Help work with Explore Bike Share and Shelby County Health Department to promote bike share memberships and rideshare programs
- Manage Commute Options Ambassadors events and schedules
- Perform project management processes necessary for successful delivery of projects
- Lead regular project meetings with diverse team members, participants and constituents
- Coordinate team members to confirm work has been performed, troubleshoot and resolve issues
- Create and deliver reports and presentations, including schedules, status and recommendations to the Transportation and Sustainability Program Manager, employers, and partners
- Maintain relationships with community and stakeholder groups
- Lead marketing and outreach efforts, including behavior change strategies and social media platforms. Coordinate and participate in outreach events.
- Coordinate development of promotional materials and maintenance of website content
- Provide information to employees, participants and the public regarding program content, policies, options, regulations, procedures and activities
- Provide customer service; promptly respond to inquiries and resolve employer concerns
- Participate in strategic planning and performance measurement initiatives, including reporting operational dashboard metrics
- Follow industry trends and local initiatives and strive for continuous program improvement.
- Perform other duties as assigned

## **Qualifications**

The ideal candidate possesses a passion for making meaningful, sustainable change in Memphis and is ready to work in a high-energy, openly collaborative work environment.

- Two years of demonstrated work experience in project management, marketing, innovation or similar relevant position
- Excellent oral, written and interpersonal communications skills and quantitative skills
- Demonstrated readiness to undertake position responsibilities and ability to work independently
- Proven leadership skills, organizational skills and attention to detail
- Track record of successfully working with diverse stakeholders, including ability to motivate others and lead policy change
- Commitment to increasing equitable access and use of transportation choices
- Demonstrated ability to manage priorities for multiple projects with diverse timelines
- Track record of establishing targets and delivering measurable results on time and budget
- Experience working with government and private sector managers; and
- Demonstrated ability to methodically develop and document standard operating procedures for recurring tasks

Experience in transportation choices and land use planning is strongly considered, but not essential.

## **Desirable Skills, Experience and Knowledge**

- Degree in transportation planning/geography/sustainability/urban planning/business administration/public administration/change management or related field
- An interest and experience in sustainability, equity, and transportation choices, particularly transit commuting and shared use mobility
- Experience in change management
- Experience designing, conducting and analyzing surveys
- Experience with web design
- Proficiency in SPSS, ArcGIS and/or other data analysis tools
- Experience with social media and social marketing

**Salary:** Position is full time on salary, with vacation and benefits package. Salary dependent upon experience.

Position is open until filled. Please submit resume with letter of interest promptly to:

**Suzanne Carlson**

**Transportation and Sustainability Program Manager**

**info@innovatememphis.com**

*Please include "Commute Options Lead" in the subject line.*

**Innovate Memphis**, established in 2012 as the Mayor's Institute for Excellence in Government, advances programs that enhance the lives of Memphians and elevate the public good. We focus on a small number of challenges, gain deep insight and then apply innovation, demonstration, and incubation principles on a scale that reduces risk and finds a clear path to success. This model has proven results in youth gun violence, neighborhood economic vitality, and city service delivery. Commute Options is part of its Transportation and Mobility Project.