



JOB DESCRIPTION: Commute Options Ambassador, Innovate Memphis

LOCATION: Memphis, TN

Do you have a passion for bicycling, transit and walking? Do you enjoy encouraging others to take healthy, environmentally friendly transportation choices? Innovate Memphis is hiring a Commute Options Ambassador to talk about transportation choices at worksites, online and around Memphis. The Ambassador will work on a team to increase transit use, bicycling, van-pool and walking to work and school. The project is funded with a Congestion Mitigation and Air Quality (CMAQ) grant. The goal is to reduce commuters driving alone to work.

The Commute Options Ambassador will provide outreach and communications on Commute Options Travel Demand Management (TDM) Initiative programs. The Ambassador will talk to employers and commuters about transportation choices, answer their questions, organize events and promotions, distribute informational materials, write email and newsletter communications, and post to social media and online forums. The Ambassador will work under direction of the Commute Options Manager and Transportation and Mobility Project Manager.

The ideal candidate is a responsible, friendly and outgoing self-starter with a desire to help their community. Hours include evenings and weekends, working indoors and outdoors (in various weather), and a combination of office tasks, in-person outreach, events, and social media.

Essential Functions include but are not limited to the following:

- Schedule events and engagement opportunities with employers, staff, business associations, community organizations, volunteers, and other organizations and agencies.
- Make presentations at events and workshops, in formal and informal settings.
- Lead physical activities such as bike rides, walks, and trips by transit.
- Attend community events and fairs to promote transportation choices.
- Engage people from diverse backgrounds, including different cultural backgrounds, income levels, education levels, and types of jobs, in person and online.
- Write emails, forum and social media posts, newsletter content, and other communications.
- Maintain relationships with community and stakeholder groups.
- Propose ideas about how to get more people taking transit, walking and bicycling.
- Provide customer service; promptly respond to inquiries and resolve concerns.
- Assist with maintaining contact lists.
- While on duty, wear a Commute Options uniform (provided by the program) and a bicycling helmet when bicycling to and from events.
- Represent Innovate Memphis and the Commute Options program in a positive, responsible, professional manner.
- Be able to lift up to 35 pounds and to work outdoors all day and in any weather.

- Work at and travel between work sites including Innovate Memphis' office, employment locations, street festivals, public parks, community organizations, and public events.
- Routinely use transportation choices including during your commute.
- Perform other duties as assigned
- Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Qualifications

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

- Be enthusiastic about transportation options and helping members of the public
- Be comfortable speaking with the public and communicate effectively with all types of people
- Work well in an unstructured and informal environment, with limited supervision
- Work well in a team and foster team spirit
- Be punctual and reliable
- Be able to solve problems, think creatively, and self-motivate
- Have experience with public outreach
- Be committed to social justice and increasing access to transportation choices for everyone
- Have personal experience using Memphis transit, including some knowledge of routes, schedules, fares and TransLoc Rider app
- Have familiarity and personal experience with using other transportation options including walking, bicycling, and car-share (like Zipcar)
- Have experience bicycling in urban environments and own a bicycle in good working condition and an approved bicycling helmet (helmet can be provided).

Desirable Skills, Experience and Knowledge

- Be proficient in a language other than English (desirable)
- Be proficient with Microsoft Office applications and basic data entry and email
- Be familiar with social media
- Have bicycle mechanic skills (desirable)

Salary: Competitive hourly rate depending on experience. Position is up to 20 hours per week with some seasonal variation.

Please submit your resume *with a letter of interest* to the email below. The letter of interest should mention what transportation choices you use and demonstrate your outreach skills and creativity. Position is open until filled. Send to:

Commute Options Program, Innovate Memphis
commuteoptions@innovatememphis.com

Please include "Commute Options Ambassadors" 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.