



Central Atlanta Progress  
Atlanta Downtown Improvement District

## Position Available

### Program Manager – Transportation & Sustainability

#### Background

Central Atlanta Progress and the Atlanta Downtown Improvement District (CAP/ADID) are seeking a dynamic and highly motivated individual to fill the position of Program Manager, Transportation & Sustainability.

Central Atlanta Progress, Inc. (CAP) is a private nonprofit community development organization providing leadership, programs and services to preserve and strengthen the economic vitality of Downtown Atlanta. The Atlanta Downtown Improvement District (ADID), founded in 1995 by Central Atlanta Progress, is a public-private partnership, funded through a community improvement district, which strives to create a livable environment for Downtown Atlanta. Working side by side, CAP and ADID are the parent organizations that fund and implement the activities of the CAP/ADID Downtown Green Source program, the platform by which CAP/ADID provides a range of transportation and sustainability services and initiatives for the Downtown Atlanta community. To learn more about CAP/ADID visit [www.atlantadowntown.com](http://www.atlantadowntown.com).

#### Job Description

The desired position is responsible for the management, implementation and further development of CAP/ADID sustainability initiatives, which balance Downtown's economic growth with environmental protection and responsibility. This includes management of activities and marketing for the highly successful Atlanta Better Buildings Challenge (ABBC), as well as implementation of programs promoting the use of Downtown's sustainable transportation options. Reporting to the Vice President of Transportation, this position requires duties across a wide range of activities for CAP/ADID. The successful candidate will:

- Manage and conduct activities for the Atlanta Better Buildings Challenge, including:
  - Organize / support steering and subcommittee meetings and serve as liaison between the City of Atlanta Office of Sustainability and other ABBC partners for program administration and outreach;
  - Organize and conduct outreach events and materials for building participants and building and sponsor recognition;
  - Promote and market the program via development of creative collateral and media outreach, and ensure the distribution and maintenance of communication tools, including the project website, e-newsletters, and social media;
  - Assist with reporting activities for periodic measurement and evaluation, consistent with U.S. Department of Energy Better Building Challenge program requirements, working with other ABBC partners;
- Manage and conduct activities for CAP/ADID's Transportation Demand Management (TDM) programs, including:

- Implement and conduct local and regional outreach and incentives-based activities and programs, including the region's *Georgia Commute Options (GCO)* program and the *CAP/ADID Connect Downtown* neighborhood-based program, to promote the use of sustainable transportation options to/from and within Downtown, including rail and bus transit, streetcar, cycling, walking, carpools, vanpools, and alternative work arrangements;
  - Market to and collaborate with Downtown employers and property managers for implementation and growth of sustainable transportation programs and participation in TDM measures;
  - Conduct Downtown employee-focused outreach directly and working with third-party resources and partners;
  - Complete and oversee reporting activities each month for periodic measurement and evaluation, consistent with Atlanta Regional Commission grant requirements;
  - Support implementation of Downtown parking management initiatives;
- Provide leadership in development and execution of other sustainability projects for the Downtown Green Source program, in partnership with other CAP/ADID departments and external public and private stakeholders; and collaborate with CAP/ADID team members to define short- and long-term sustainability goals, objectives, and performance metrics. Examples of other current CAP/ADID sustainability initiatives include public space recycling support and recycling promotions.
  - Other responsibilities include:
    - Nurture existing partnerships and relationships and develop new ones to support advancement of sustainability programs;
    - Represent CAP/ADID Green Source programs to the public and serve as liaison to the City of Atlanta's sustainability programs;
    - Identify and secure external funding resources for projects with funding needs, as needed;
    - Such other duties as may be assigned.

### **Minimum Qualifications**

- Bachelors degree in business, marketing, graphics design, communications, urban planning, public administration, environmental sciences, or other related field (A specialization, minor or advanced degree in Sustainability is a plus);
- Five or more years of related experience; or equivalent combination of education and experience;
- Understanding of / experience with sustainability initiatives, both public and private (e.g. LEED, transportation demand management (TDM) principles, etc.);
- Understanding and experience in marketing, promotion, social media and public relations campaign tools and tactics;
- Proficiency in Microsoft Office (Excel, Word and PowerPoint) and in the Adobe Creative Suite software, including Illustrator, InDesign and Photoshop, and website platforms (e.g. WordPress, etc.) including content management systems;
- Strong organizational, human relations and communication skills (both oral and written), particularly experience leading team discussions, presenting in front of large groups, and knowledge of community engagement.
- Proven project management capabilities and leadership skills;

### **Compensation**

Employment, including benefits, is provided through Central Atlanta Progress, Inc. CAP is an equal opportunity employer and will consider all qualified applicants for employment without regard to age, disability, religion, creed, political affiliation, race, color, sex, marital status, sexual orientation or national origin. CAP offers employees a competitive benefits package including health insurance, dental insurance, short-term disability and a 401(k) savings program. Compensation is negotiable; a salary of \$48,500 - \$62,000 per year is anticipated for this position, based upon qualifications and experience.

### **Applicant Instructions and for Further Information**

Interested applicants should e-mail their letter of interest and resume to Deana Davis at [DDavis@atlantadowntown.com](mailto:DDavis@atlantadowntown.com) or fax to [404-658-1919](tel:404-658-1919). Applications for this position will be accepted through Friday, July 29, 2016.