



Central Atlanta Progress
Atlanta Downtown Improvement District

Transportation Outreach Coordinator

Background

Central Atlanta Progress, Inc. (CAP) is a private, nonprofit corporation of Atlanta business leaders, property owners, and institutions working with each other and with government since 1941 to help build a better city center. CAP carries out research and planning and acts as a catalyst for a wide range of programs and projects for the improvement of Downtown Atlanta. Our affiliate organization, the Atlanta Downtown Improvement District (ADID), funds major programs in transportation, capital improvements, public safety, cleanliness and marketing. For more information, visit www.atlantadowntown.com.

CAP is seeking a dynamic individual to support its Transportation Management Association (TMA) and promote the use of alternative forms of transportation including carpooling, vanpooling, transit, biking and walking. The TMA provides a range of services to the Downtown Atlanta community regarding transportation issues. Its ultimate goals are reducing traffic congestion, facilitating mobility, addressing parking demand and improving air quality. The Downtown TMA currently works with companies and property owners in Downtown to address these transportation and workforce growth issues by developing and implementing commuter programs which include carpools, vanpools, transit, teleworking, parking management and other services.

Job Description

Working under direction of the Program Manager of Transportation & Sustainability, the Outreach Coordinator will assist in delivery and management of CAP's various transportation and sustainability programs. The Outreach Coordinator will either oversee or perform the following:

- Conduct local and regional outreach and incentives-based activities and programs, including the region's Georgia Commute Options (GCO) program and other Downtown based programs, 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;
- Develop and administer commuter surveys on the level of program activity and participation;
- Increase the number of employees who participate in commute alternatives that reduce the number of SOV trips to/from Downtown;
- Complete regular reporting activities into Salesforce (customer relationship database) for periodic measurement and evaluation, consistent with Atlanta Regional Commission grant requirements;
- Work with the CAP Marketing Department to develop marketing campaigns and events, collateral, newsletter and website content;
- Participate in routine TDM stakeholder meetings conducted by the Atlanta Regional Commission;
- Nurture existing partnerships and relationships and develop new ones to support the organization's mission;

- Work cross functionally within the transportation and sustainability team and overall organization to support overall mission and goals; and
- Other duties as may be assigned.

Work Experience and Skills Desired

This position requires a combination of skills, experience and education including, but not limited to the following.

- Bachelor's degree in business, marketing, communications, urban planning, public administration, environmental sciences, or other related field;
- Three or more years of related experience or equivalent combination of education and experience;
- Understanding of / experience with sustainable transportation trends and TDM principles, as well as a demonstrated commitment to or passion for working in an urban environment;
- Understanding and experience in marketing, promotion, social media and public relations campaign tools and tactics;
- Proficiency in Microsoft Office (Excel, Word and PowerPoint); Adobe Creative Suite software, including Illustrator, InDesign and Photoshop; and website platforms (e.g. WordPress, HTML, or other content management systems) is required. Familiarity with Salesforce or other CRM software is also desired
- 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;
- The successful candidate must be a detail-oriented self-starter and quick learner with exceptional organizational skills and a demonstrable track record of achieving goals. Excellent professional ethics, leadership skills, accountability and decision-making capabilities are required;
- Availability to work nights/weekends when needed.

Salary and Benefits

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. A salary of \$35,000 to \$50,000 per year is anticipated for this position based upon qualifications and experience.

To Apply

Interested applicants should e-mail their letter of interest and resume to Deana Davis at

DDavis@atlantadowntown.com.. Only those applicants deemed qualified will be contacted. No phone calls, please.