



POSITION DESCRIPTION

Government Services Transportation Options Specialist Transportation Options Specialist

EMPLOYEE NAME: _____
Position Title: Transportation Options Specialist
Classification/Salary Range: Assistant / EA Range 18
Division/Unit: Government Services / Transportation
Reports to: Transportation Program Manager
FLSA Status: Hourly; not exempt; eligible for overtime
Representation: Employees Association
Position Location: Park Place Building, 859 Willamette Street, Eugene, OR, or other locations as needed.

Position Purpose

Position Purpose: The Transportation Options Specialist will work on initiatives designed to encourage people to use active transportation and shared modes like walking, biking, public transit, teleworking, and carpooling. The position provides opportunities to develop strategic campaigns focused on data-driven results of transportation behavior change. The incumbent will work with the Cities of Springfield and Coburg to support regional goals implementing a variety of projects and programs that could include individualized marketing campaigns, expansion of bike share, challenges and rewards programs hosted on GetThereOregon.org, bike safety education workshops, open streets events, and other projects and programs that will help to reduce greenhouse gas emissions and improve community members' health through affordable, active transportation options. This position will implement programming with a focus on working with historically underserved populations.

Note: Essential competencies of this job are described under the headings below. They may be subject to change at any time. The omission of specific statements of duties does not exclude them from the position, if the work is similar, related, or a logical assignment to the position. The job description does not constitute an employment agreement between the employer and employee.

Position Essential Functions

Brainstorms and develops creative ideas for programs and campaigns.

Plans and attends outreach events; tables at community events on average twice per month.

Leads presentations/tours.

Develops and conducts outreach in support of Transportation Options programs.

Provides support for individualized marketing campaigns.

Works collaboratively with local jurisdictional partners to develop successful Transportation Options programs to meet a variety of audience needs.

Manages and delivers successful projects (time, cost, quality).

Independently writes communications/marketing content and manages online social media presence.

Performs research and provides technical assistance by collecting, analyzing, interpreting, and summarizing information.

Provides marketing support for multiple programs within the transportation team.

Provides ongoing program evaluation to ensure projects and programs are working towards regional goals and objectives.

Other Duties of Position

Other duties as assigned.

Commitment to working effectively with clients and colleagues from diverse backgrounds, in support of an inclusive and respectful environment.

Regular and on-time attendance.

Minimum Qualifications

KNOWLEDGE, SKILLS, AND ABILITIES:

Commitment to working effectively with people from diverse backgrounds, in support of an inclusive and respectful environment.

Knowledge and passion for improving access to safe and reliable transportation.

Demonstrates knowledge of principles of diversity, equity, inclusion, and belonging, and ability to apply these to program development and deployment.

Experience with Microsoft Suite, Adobe Suite, Google Drive, OneDrive/SharePoint, and other software required.

Principles and techniques of public speaking. Ability to prepare and present written and oral presentations. Ability to present to diverse audiences including boards and community members of all ages and demographics.

Ability to read and understand maps and use data to support expanded programming to address historically underserved populations.

Website administration functions. Ability to troubleshoot website irregularities, compile website reports, and monitor website operations.

Ability to communicate effectively, both orally and in writing.

Knowledge of office procedures, practices, and equipment, including computer operation.

Ability to enter and retrieve data on computer.

Ability to create graphs and charts.

Ability to plan, organize, staff, and facilitate meetings and special events, involving community partners, members of the public, boards, and others.

Ability to establish and maintain effective working relationships, with other employees, the general public, and representatives of other agencies and governments using tact, courtesy, and good judgment. Ability to communicate effectively with them.

Ability to work with accuracy and attention to detail to meet deadlines.

Ability to understand and execute oral and written instructions, policies, and procedures.

Physical ability to perform assigned work.

Valid Oregon State driver's license or the ability to obtain reliable transportation to various sites within Lane County, in order to transport yourself and materials effectively, efficiently, and safely.

EDUCATION AND EXPERIENCE:

Bachelor's degree in business, marketing, advertising, communications, urban planning, or other related fields, and at least one year of experience.

However, any combination of education and experience that provides the applicant with the knowledge, skills, and abilities required to perform the job duties listed may be substituted.

Signatures

Employee signature and date _____

Manager signature and date _____

Human Resources signature and date _____