



CENTRAL INDIANA REGIONAL TRANSPORTATION AUTHORITY

JOB DESCRIPTION

POSITION: Commuter Connect Program Manager

REPORTS TO: CIRTA Executive Director

DEPARTMENT: CIRTA - Commuter Connect

LOCATION: Hybrid
320 N. Meridian St., Ste 920
Indianapolis, IN 46204

ORGANIZATION:

Here at CIRTA / Commuter Connect we enjoy what we do and have the opportunity to make a difference. We have a passion for helping people, promoting cleaner air initiatives and reducing traffic congestion in Central Indiana. Since CIRTA began in 2004, we've helped people find alternative ways to get to work other than driving alone, such as carpooling, biking, vanpooling, public transit or walking. We are proud to support 10 counties around Central Indiana including Boone, Delaware, Hamilton, Hancock, Hendricks, Johnson, Madison, Marion, Morgan, and Shelby County. We work as a small, but mighty collaborative team to ensure that individuals and employers are aware of our free transportation benefits, saving them money on gas, reducing wear-and-tear on their vehicles, reducing congestion on Central Indiana roads, aid in obtaining and retaining employees, and helping the environment. To learn more about us visit our website at www.cirta.us, follow us on [Facebook](#) or on [LinkedIn](#).

RESPONSIBILITIES:

The primary role of the Commuter Connect Program Manager is to lead our team of Outreach Representatives in educating individuals, employees, employers and organizations within Central Indiana about the transportation benefits provided by CIRTA / Commuter Connect. This person will be passionate about helping people find other ways to get to work, other than driving alone because they understand the benefits for the commuters and the environment. This Program Manager is ultimately responsible for the agency's outreach activities, sales goals, and growth of the carpool and vanpool program. The Program Manager reports to the office in downtown Indianapolis a minimum of two days weekly and will be in the field at times within our 10 counties with the Outreach Representatives, acting as the face of CIRTA, making connections with potential employers, strengthening connections with current employers, working outreach events such as fairs, festivals, farmer's markets and employer events and attending

networking events across Central Indiana. Hours will occasionally be flexed as a result of job demands, including mandatory evening or weekend events.

DUTIES INCLUDE (but are not limited to):

- Hire and train the team of Outreach Representatives in areas such as prospecting new participating employers, sales techniques to increase program participation, delivering presentations, managing existing accounts, assessing the transportation needs of area businesses, establishing and training an Employee Transportation Coordinator (ETC) at each participating work site, following up with contacts, maintaining relationships, providing employer benefits, and all things CIRTA.
- Deliver presentations to employer decision makers, employees, the commuting public, community, professional, social organizations, and other vested parties.
- Manage the annual outreach calendar by registering for marketing events within our 10 counties, determining which events will provide the best return on investment for the agency while staying within budget.
- Meet with the outreach team regularly one-on-one, and as a group to maintain communication with the team, promote teamwork, and ensure focus on sales goals for our carpool, vanpool school pool, bike buddy, and other Commuter Connect programs.
- Establish partnerships with property management groups, community, and professional organizations.
- Take advantage of local market conditions to increase program penetration.
- Work with our marketing and public relations team to plan our annual Car Free Day event and TDM Week promotion in September.
- Report the success of the program to the board and invested parties.
- Partner with the Mobility Manager to ensure proper management of the vanpool program, such as staff training, vendor relationship, goal setting and marketing of the program.
- Partner with our marketing and public relations team on creating social posts, newsletters, website content, brochures, and more.
- Utilize data and reports to grow the program, and to coach the Outreach Team on successes and ways to improve.
- Apply to and manage grants, and ensure proper reporting monthly, quarterly and annually.
- Resolve escalated customer and participant issues.
- Develop resources and materials necessary to promote rideshare among participants.
- Participate in a variety of meetings, professional organizations, and committees.
- Research and stay abreast of new TDM initiatives and marketing activities that affect the operation of the TDM program.
- Other duties as assigned.
- Some weekends and evenings will be required to provide training or to assist the outreach team at events.

MINIMUM REQUIREMENTS:

- Completion of an associate's degree, or equivalent experience.
- Proven track record in prospecting, sales, and account management.
- Proven ability to build and maintain relationships.
- Availability to work an 8-hour shift between the hours of 7:30am and 6:00pm Monday through Friday.
- Availability to flex their time to promote CIRTA/Commuter Connect at mandatory outreach and networking events during some evenings and weekends.
- Access to reliable Internet connection if remote work should be required.
- Must have a valid Indiana driver's license and access to an automobile for use during work hours.

ESSENTIAL SKILLS AND TRAINING:

- Proficient in Microsoft Office (specifically Outlook, Word, Excel and PowerPoint); and able to quickly learn web-based applications
- Strong interpersonal communication and persuasion
- Comfortable and adept at making presentations to small and large audiences
- Articulate and persistent
- Performance driven and results oriented
- Organized and punctual
- Self-starter who can work with minimal supervision
- Experience in customer service and responding to customer inquiries
- Personable, outgoing personality
- Able to interact well with people of all backgrounds and be a team player
- Have a sense of humor, and unwavering positive attitude
- Desire to receive feedback, and to continue to learn and improve
- Track record of successes and overcoming obstacles
- Strong team building and negotiating skills
- Comfortable and adept at making presentations to small and large audiences
- Effective problem-solving skills
- Ability to manage change effectively
- Experience in effectively leading a team, including regular coaching and performance management

PREFERRED QUALIFICATIONS:

- Working knowledge of TDM data resources and software
- A four-year college degree in transportation planning, transportation demand management, business, communications, or a related field.
- Experience hiring candidates and conducting performance management.
- A minimum of 3 – 5 years in a leadership role managing an outreach and/or sales team.
- A minimum of 3 -- 5 years of experience in transportation demand management.
- Bi-lingual in Spanish strongly desired, but not required

BENEFITS*

- Free parking pass in a covered garage
- Personal office space
- Laptop Provided
- Cell Phone Provided
- Generous Paid Time Off accrual
- 7 Paid Holidays
- 7 Floating Holidays
- Medical/Dental/Vision Options (partially paid for by employer for employee only)
- Employee Assistance Programs (employer paid)

*All benefits are subject to change and are not guaranteed until an offer is made

For questions or to submit your resume, please email Executive Director, Jennifer Gebhard at jgebhard@cirta.us. *The availability of this position is contingent upon continued revenue from grants and other sources and employment in this position is at-will. CIRTA is an equal opportunity employer.*