

POSITION TITLE

Communications and Events Specialist

REPORTING RELATIONSHIP

TDM Outreach Program Manager

STATUS

Full Time, Non-Exempt

Commute Seattle is a nonprofit Transportation Management Association founded in 2004. Our mission is to foster mobility partnerships to keep Seattle moving and thriving for all. We are a non-profit supported by an alliance between the Downtown Seattle Association, King County Metro, Sound Transit, and the City of Seattle. Commute Seattle is a fast-paced organization focused on partnering with employers and institutions to implement sustainable transportation options and trip reduction strategies that positively change commute behavior, improve quality of life, and support economic and environmental goals.

POSITION DESCRIPTION

The Communications and Events Specialist is responsible for developing and implementing outreach strategies that enable Commute Seattle to achieve its mission and vision. This position stewards the Commute Seattle brand, coordinates marketing and communications efforts, and collaborates with internal and external partners to deliver high quality business-to-business and commuter-facing events and campaigns.

RESPONSIBILITIES

Events and Promotions Support (40% time)

- Co-design and maintain organizational events calendar (internal in Outlook, external on website).
- Collaborate with the team on event logistics and support as needed. Activities include but are not limited to:
 - Event scheduling in Outlook, booking a venue or scheduling in Zoom, coordinating food/drink, writing and editing the promotional copy, promoting the event (blog, social, newsletter, etc), registration tracking, and collecting event feedback through Survey Monkey or Google Forms.

- Fully lead at least one public-facing panel, training or event for Commute Seattle business customers per quarter.
- Develop simple promotional event graphics for use in e-blasts, social media and website using established brand templates and Adobe Creative products.
- Provide copy editing, design and content feedback for all event slide decks.
- Attend events as backup technology or administrative support when not leading (if needed).
- Coordinate activities related to promotional modal months including Bike Month and Ride Transit Month by facilitating planning meetings, participating in partner coordination calls, leading organizational promotion efforts, and tracking related deliverables.
- Coordinate business-to-business communication efforts related to major transportation projects and initiatives (such as the Seattle Squeeze, Return to the Office, Service Changes and System Expansion) by participating in coordination meetings, sharing information internally with Commute Seattle teams, and leading external communications efforts.
- Serve as communications liaison to Downtown Seattle Association.

Communications and Outreach Support (30% time)

- Provide copy editing, design and messaging feedback for print and digital communications.
- As needed, own relationships with external creative firms to support specific team projects.
- On request, coordinate the design and development of new marketing and communications deliverables, including serving as an internal resource to other team members.
- Oversee and maintain quality and consistency of the Commute Seattle brand and proper use of partner branding and logos.
- Support teams in identifying new partner opportunities as requested.

Website, Blog and Social Media Support (30% time)

- Support the Executive Director in the creation and publication of the monthly newsletter by collecting content, providing draft copy, copy-editing, maintaining the mailing list and sending through MailChimp.
- Develop and steward a social media plan, including priority social media channels, posting cadence, and content strategy.
- On request, post both paid and unpaid digital advertising to social media, LinkedIn, partner newsletters and blogs, etc.
- Co-design and maintain a content planner for the Monthly Newsletter, blog, and social media.
- Track metrics for web and social media, and compile press coverage.
- Maintain organizational pages, content and general updates to the Commute Seattle website, and provide support to specific teams on request using WordPress. Develop and maintain a regular update schedule and hold teams accountable for keeping content up-to-date.

CHARACTERISTICS

- Demonstrates empathy and active listening when working with customers, coworkers and funders; responsive communication and desires resolve issues completely and promptly
- Commitment to equity and social justice with an understanding of the role that racism, ableism, sexism, and other forms of bias and oppression play in perpetuating inequity
- Humility, sense of humor, comfort with ambiguity, and servant leadership
- Respect that communities have the front-line expertise and experience essential in pursuing a just society and sustainable environment. We seek to support solutions that are self-determined by those impacted, respecting they are experts and balancing lived experience with data-informed practices
- Ability to weave and work within all CS mission areas of sustainable transportation, improved quality of life, and a thriving and mobile downtown.
- Willingness and comfort to engage with evolving and shifting portfolio of job duties

MINIMUM QUALIFICATIONS

- Experience in marketing, communications, outreach or related fields
- Demonstrated passion for developing written content, story-telling, and facilitating knowledge sharing
- Excellent written communication skills and demonstrable experience in developing and editing written copy according to a style or brand guide
- Strong oral communication skills, including the ability to develop and deliver presentations to groups of all sizes
- Experience planning and executing public-facing events, panels or trainings
- Capable of providing excellent customer service to clients, funders and partners
- Strong organizational skills and demonstrated success meeting deadlines with high quality results
- Ability to work independently and as part of a team
- Proficiency in MS Office Suite and Outlook, desire to learn Adobe Creative Suite, MailChimp, WordPress and Zoom webinars
- Proficiency in social media platforms like Facebook, Twitter, and LinkedIn and willingness to learn Google Analytics, Facebook Insights, LinkedIn, Twitter Analytics and other social media monitoring tools

DESIRABLE QUALIFICATIONS

- Passion for multi-modal transportation and sustainability
- 2+ years of experience in business-to-business marketing
- Experience communicating with multi-cultural audiences, particularly BIPOC, immigrant, and ESL communities
- Experience in establishing and monitoring communications goals
- Knowledge of marketing and market research best practices
- Experience working collaboratively with public sector partners and funders

- Strong sense of design and layout principles
- Experience with Adobe Creative Suite, MailChimp, WordPress and Zoom webinars
- Proficiency with Google Analytics, Facebook Insights, LinkedIn, Twitter Analytics and other social media monitoring tools
- Competency in a foreign language spoken by Seattle transit riders and business owners, including Amharic, traditional Chinese, Korean, Oromo, Somali, Spanish, Tigrinya, Tagalog, and/or Vietnamese

COMPENSATION

Starting hourly rate of \$27.50 to \$30.50, depending on qualifications, plus full medical, dental, vision benefits, paid time off, short, and long-term disability, 401K retirement plan and annual ORCA Passport transit pass.

ACCESSIBILITY

We are committed to creating conditions where all candidates are able to fully express their talents and potential and invite you to let us know if there are any accommodations that we can provide to support you in your pursuit of this role.

Commute Seattle is an Equal Opportunity Employer.

COVID-19 WORK FROM HOME

Currently, all Commute Seattle staff are working from home due to the pandemic.

TO APPLY

This position is open until March 19, 2021.

Please send ONE (1) document combining resume, cover letter and a writing sample to Kendle Bjelland at kendleb@commuteseattle.com with the position title and your last name (e.g. Communications and Events Specialist LASTNAME) in the subject line to ensure consideration.

Candidates selected for short phone screens will be contacted by email; phone screens are tentatively scheduled for March 24 – 31, 2021. Candidates will be notified by email if they are selected for Zoom interviews tentatively scheduled for April 1 – April 7. Candidates will be notified by email about whether they will progress to the final round of Zoom interviews scheduled April 12 – 16.

NO TELEPHONE CALLS PLEASE