

CHARLES RIVER TRANSPORTATION MANAGEMENT ASSOCIATION



Commuting Solutions for Cambridge

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Job Description

Posted 6-14-2016

Program and Communications Manager

Charles Transportation Management Association (CRTMA), a non-profit created by the largest employers, land owners, and property managers in eastern Cambridge and Kendall Square to reduce congestion, broaden commuter choices, improve air quality and quality of life through joint transportation initiatives, seeks applicants for a Program and Communications Manager. CRTMA is known for its innovative, award-winning joint shuttle service, EZRide Shuttle, and other transportation demand management (TDM) programs that encourage the use of public transportation, shared rides, teleworking, walking and biking as an alternative to driving alone and parking. <http://www.charlesrivertma.org>

Position Overview

CRTMA seeks an outgoing, personable associate with strong social media and computer skills to assist with the design, implementation, promotion and marketing of transportation demand management policies and programs in Cambridge, Massachusetts. Successful applicant must be comfortable and confident in meeting with new people; in leading small group events; and in speaking in public forums.

The Program and Communications Manager (PCM) is a full-time, salaried position with health and dental benefits. Compensation is commensurate to experience and qualifications. The PCC is expected to work independently, with minimal supervision, in concert with Operations Manager and reporting to the Executive Director in a four person not-for profit organization.

The Program and Communications Manager responsibilities will include but not be limited to:

TDM Program Management

- Coordinate and administer all CRTMA TDM programs with the exception of EZRide Shuttle.
- In consultation with Executive Director and Operations Manager, analyze existing TDM programs. Revise, update and reintroduce programs to member companies, and where appropriate, to the general public. Develop new TDM programs to serve member companies, and where appropriate, general public commuter needs in cooperation with member companies.
- Initiate contact, interact with and build relationships with member institutions and their employees, City of Cambridge, state agencies, other transportation

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management associations, and transportation service providers in order to develop and promote TDM in Cambridge.

- Prepare and operate within budget each TDM program. Develop benchmarks for program success. Evaluate and report on program performance.

Communications and Outreach

- Work with member institutions and their employees to encourage participation in TDM programs.
- Respond to inquiries and provide positive customer service to program participants.
- Prepare and implement targeted social media campaigns to encourage program participation.
- Prepare and implement public information campaigns about transportation.
- Plan and host program events to promote and drive participation in programs.
- Create basic promotional materials including designing print materials and creating web content and events for TDM programs and EZRide.
- Assist Executive Director and Operations manager in development of media plan and marketing campaigns for CRTMA and EZRide shuttle.

EZRide Shuttle Oversight

CRTMA is an active manager of EZRide Shuttle under contract to a vendor, with scheduled operations Monday –Friday 6AM –8PM. Oversight is shared among all staff. Program Manager should expect to oversee 4-6 shifts per week, including primary responsibility for oversight of the EZRide evening shift from Monday –Friday 2:00 PM to 6:00 PM. Evening shift includes later evening hours through the end of service when conditions warrant. Occasional coverage of morning shifts is expected with a 7:15 AM regular start but some days start at 6AM.

Administration

Position requires completion of most administrative task associated with TMA programs, and other tasks and duties as assigned by Executive Director.

Knowledge, Skills, Abilities

- A Bachelor’s Degree from an accredited four-year college or university or work equivalent.
- Experience with marketing and communication required. Transportation or related fields preferred.
- Excellent written and verbal communications skills, including public speaking.
- Organized, detail-oriented and able to meet deadlines.
- Ability to work independently on multiple projects.

To apply, please send resume and cover letter to info@easeconsult.com. No phone calls please.

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