

## Downtown Ithaca Alliance Job Posting

### Position Essential Information

- Title: TDM Outreach Coordinator
- Time: Part-time 20 hours/week for 12 months, possibility to extend
- Wage: \$20,000/year \$19.25/hour includes pro rata health insurance coverage and other benefits (including transportation)
- Location: remote and in person at 171 E. State Street (Center Ithaca) on the Commons
- Apply: Complete an application through [this form](#). Please, no phone calls to the office. Applications will be reviewed on a rolling basis, position will remain open until filled. Hoping to start as soon as possible.

### Who We Are & What We DO

At GO ITHACA and the Downtown Ithaca Alliance, we are committed to the work of advancing diversity, equity, inclusion and belonging within our organization and in the community. Our purpose of supporting sustainable, equitable, accessible and affordable transportation in Ithaca is directly connected to our ability to work with many different perspectives. This applies to the people we hire, the clients we serve and the community we work with as a whole. GO ITHACA is Ithaca's first Transportation Management Association (TMA). Our goal is to bring together diverse groups to craft programs and policies that support sustainable, equitable, accessible and affordable transportation for everyone. Currently, we run a transportation benefits program which is free to everyone. Interested folks enroll on our website and receive [these amazing benefits](#).

### What You Will Do

You will work side-by-side (sometimes physically, sometimes virtually) with the TDM Director on supporting our program mission. You will run our benefits program: enrolling new members, responding to their questions, build a community through social media and hopefully eventually in person events. You'll be in charge of growing our program by reaching out to businesses and buildings to get them on board as well.

- Undertaking systematic and regular outreach to downtown businesses, landlords, employees, residents, development project contractors to enroll them in our program
- Providing ongoing management of program membership- supporting individuals with questions and requests, filling orders
- Creating outreach reports and evaluation assistance of the program on a regular basis, as described by the grant, the Executive Director and the Advisory Committee;
- Being familiar with and helping meet grant goals and objectives;
- Develop an outreach and education strategy to demonstrate the value of TDM services to the broader community through outreach, marketing, and TDM education through social media, newsletters, virtual and in person events and more.

### Who You Are:

You are passionate about sustainable and equitable transportation. You are a fast learner, enjoy getting to know a system and thinking of ways to improve it. You love building relationships and engagement- and know how to bring more people on board.

- Understands the connection between transportation and equity and is committed to incorporating equity, diversity, and inclusion into their work
- Experience using a customer relationship management software (we use HubSpot) (preferred)
- Experience creating and managing content for social media- building audience and engagement
- Outstanding customer service skills and ability to effectively resolve difficult situations in a calm and courteous manner.
- A willingness and proven ability to sell a product-- in this case our TDM package of services;
- Strong organizational, time-management, oral and written communication skills
- Builds strong relationships with both internal teams and external vendors to collaborate/coordinate on transportation campaigns, events, surveys and communication of program updates
- Is an inquisitive self-starter and a natural problem solver
- Ability to create deadlines and reach them
- Knowledge and familiarity with transportation demand management;
- A working knowledge and proficiency in public speaking and key computer skills, including Microsoft Word and Excel. Plus, an understanding and proficiency in basic database entry and management,
- Positive references from previous employers and/or organizations/agencies.

### **About the Organization**

Downtown Ithaca is a business Improvement District(BID). This is a zoned district of Ithaca, New York and spans 12 square blocks of the city. The Downtown Ithaca Alliance(DIA), is a State of New York chartered 501(c)3 not-for-profit organization charged with the revitalization, development, promotion, and management of Downtown Ithaca (IBID). The DIA houses Ithaca's Transportation Demand Management (TDM) program, GO ITHACA. For information on the Downtown Ithaca Alliance, visit our website [www.downtownithaca.com](http://www.downtownithaca.com).

*Downtown Ithaca Alliance is an equal opportunity employer, and all qualified applicants will receive consideration for employment without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws.*

*Downtown Ithaca Alliance is also a Living Wage Employer.*