



DENVER REGIONAL COUNCIL OF GOVERNMENTS
OPEN POSITION ANNOUNCEMENT: Outreach Specialist (Way To Go)
(May 2024)

As the Denver region's premier non-profit employer, DRCOG aims to make life better for people of all ages, incomes and abilities. We tackle the BIG issues, like growth and development, transportation and meeting the needs of older adults. DRCOG's success is built on, and defined by, long-standing partnerships and serving as a forum for discussing these, and other emerging issues and working collectively to find innovative solutions. Our culture and values fuel and inform the work we do, and employees are rewarded with competitive compensation, generous benefits and an adaptable work environment. Sound like a good fit? We'd love to meet you!

If you have passion and a drive for continually improving the quality of life for people in the Denver region, find a rewarding, fulfilling career at DRCOG! Join a dynamic team of cross-disciplinary professionals dedicated to creating thriving and equitable communities. As the Way to Go Outreach Specialist, you will directly contribute to the health of the region's air quality. You'll work directly with businesses, demonstrating how supporting flexible commuting can create a culture that aids in retention and recruitment, and makes a positive impact on air quality and traffic congestion.

You'll join two talented outreach specialists and a creative team that includes social media, website and general communications experts to support your outreach efforts. You'll coordinate and attend events including Bike to Work Day and employer conferences, and present best practices alongside transportation experts from all over the nation. If this sounds like the right fit, apply today!

ABOUT THE POSITION OF Outreach Specialist (Way To Go)

This class specification represents only the core areas of responsibilities; specific position assignments will vary depending on the needs of the Division.

- Identifies and contacts organizations to provide information and education related to programs and services, develops new client prospects and maintains relationships with existing clients.
- Determines what commute options are most feasible and cost-effective for organizations using employee survey data and one-on-one assessments. Works with organizations to develop plans to achieve trip reduction goals.
- Promotes Way to Go programs and services and identifies opportunities to present education on commute options.
- Coordinates and attends tabling and other promotional events and, activities, supports in marketing efforts for events, and responds to customer emails and phone calls to provide information related to promotions.
- Develops strategy for communicating with organizations and commuters and performing outreach, identifies opportunities based on geographic location and/or business type, prepares timelines and schedules; evaluates and reports on plan outcomes; provides recommendations and implements improved processes.
- Maintains and updates client relationship management information; tracks outreach efforts, documents activities and updates outreach opportunity information. May provide training to clients on software application of assigned program.
- Assists in maintaining website information; prepares activity reports; organizes and maintains documents and program information.
Performs other duties of a similar nature and level as assigned.

- Maintaining relationships and sharing best practices with partner agencies on how to engage commuters and businesses.
- Coordinating aspects of Bike to Work Day and other employer campaigns (Go-Tober, Bike to Work Day Business Challenge, stations, merchandise);
- Providing exceptional customer service by managing the back end of the MyWayToGo carpool matching network, fielding and responding to the WayToGo inbox.

- Supporting aspects of the vanpool and Guaranteed Ride Home programs.
- Maintaining awareness of industry trends and practices, including market shifts to reduce VMTR in our region. Actively recommends best practices to manager;
- Participating in conferences and webinars related to transportation demand management; acts as a subject-matter expert for TDM in the region.
- Maintain awareness of geographic service boundaries and funnel leads to regional partners when appropriate.
- Participating in monthly TMA outreach meetings.
- Practices and methods of sales, marketing and outreach.
- Principles and applications of critical thinking and analysis.
- Principles and methods of qualitative and quantitative research.
- Best practices, trends and emerging technologies.
- Principles and techniques of effective oral presentations.
- Social media, email and other communications tools.
- Modern budget practices.
- Applicable federal, state and local laws, codes, regulations (based on assignment).
- Customer service principles.
- Specialized equipment relevant to area of assignment.
- Modern office technology.
- Identifying business leads and performing outreach and marketing efforts for assigned area.
- Setting up and hosting virtual and in-person meetings; providing participants with agendas.
- Authoring and preparing original reports, documents and presentations.
- Public speaking and delivering presentations.
- Gathering data, analyzing findings and applying logic and reason.
- Understanding business objectives in order to prioritize tasks. .
- Researching industry trends, solutions and best practices.
- Compiling and sorting data and articulating issues and recommendations.
- Interpreting and applying applicable laws, codes, regulations and standards (based on assignment).
- Providing customer service.
- Utilizing a computer and relevant software applications.
- Utilizing communication and interpersonal skills as applied to interaction with coworkers, supervisors, the general public and others to sufficiently exchange or convey information and to receive work direction.

Education and experience requirements:

- Bachelor's degree in marketing, business administration, or related experience and one to three years of related sales or marketing experience. OR An equivalent combination of education and experience sufficient to successfully perform the essential duties of the job such as those listed above, unless otherwise subject to any other requirements set forth in law or regulation.

Licensing/Certifications

- Valid Colorado Driver's License and access to an automobile or to substantively equivalent alternative transportation.

STATUS: Full-time, Exempt

COMPENSATION AND BENEFITS

The hiring salary range for this position is \$4,359.34 - \$5,230.94/month or \$2,179.67 - \$2,615.47/semi-monthly depending on qualifications.

APPLICATION PROCEDURE

To view the full job description, a complete listing of benefits, and to apply for this position, please visit our website at <https://drcog.org/drcog-job-openings>.

This position is open until 5:00 p.m. Mountain Time on Friday, June 7, 2024.

All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability, or status as a protected veteran.