

<b>Location: Atlanta, GA (Inman Park)</b>	
<b>Opportunities: Program Specialist</b>	
<b>Reports to: Senior Program Specialist</b>	
<b>Pay Rate: \$40,000 to \$50,000, depending on qualifications</b>	<b>Full time with competitive benefits</b>
<p><b><u>Company Description</u></b></p> <p>UrbanTrans North America (UrbanTrans) is a woman operated and owned transportation consulting firm with offices in Atlanta, Toronto, Denver, and Los Angeles. Our energetic firm is made up of complementary and collaborative industry experts. We share a common desire to deliver exceptional work to our clients and our communities.</p> <p>We create sustainable environments by developing and advancing innovative transportation solutions. We believe that increasing the availability and viability of convenient travel choices for all benefits communities, employers, developers, and citizens by reducing transportation infrastructure spending, alleviating congestion, and improving air quality.</p> <p>UrbanTrans specializes in transportation demand management (TDM) program development and delivery. This includes organizational development, stakeholder outreach and management, complete behavioral marketing services, market-based policy development, as well as multi-modal and active transportation planning.</p> <p><a href="http://www.urbantrans.com">www.urbantrans.com</a></p>	
<p><b><u>Job Overview</u></b></p> <p>One of UrbanTrans' core activities is commute program development. Our staff work with employers, properties, and commuters to maximize transit riding, biking, walking, teleworking, and other transportation options. The Program Specialist will support ongoing outreach, strategic communications, and marketing for the Transportation Management Associations (TMAs) that our firm manages in the Atlanta region: Perimeter Connects, ASAP+, and AERO. This role will require time spent on-site within each TMA's service area, particularly in the Perimeter Connects territory (Central Perimeter).</p> <p>Duties will include, but are not limited to:</p> <ul style="list-style-type: none"> <li>• Plan, staff, and lead outreach events such as transportation fairs, tabling, lunch and learns, door-to-door outreach, and other forms of commuter or employer outreach.</li> <li>• Assist with developing new relationships with employers by working with them to offer clean commuting programs at their worksites. This may include e-mail, phone, or in-person outreach.</li> <li>• Provide all levels of coordination for campaign or program-related marketing efforts, including assistance with campaign creation, promotion, execution, and follow-up.</li> <li>• Track program impacts to meet reporting requirements.</li> <li>• Yield administrative support for market research activities, such as focus groups, electronic surveys, and intercept surveys.</li> <li>• Extend support to company projects and TMA Program Managers.</li> <li>• Contribute to strategy development for Atlanta-area TMA programs.</li> </ul>	

**Education and Work Experience**

- Degree in marketing, communications, business, environmental studies, public policy (or related field)
- Two or more years of full-time professional experience, related to customer service, marketing, or public outreach

**Knowledge, Skills, and Abilities**

- Must have strong communication and interpersonal skills to work closely with various audiences
- Computer skills including knowledge and experience in Microsoft Office and database management
- Must be able to communicate effectively through written emails, in-person outreach, meetings, presentations and sales pitches
- Must have the ability to work independently or as part of a team
- Must be able to prioritize work tasks and manage multiple projects
- Knowledge of sustainable transportation industry is highly desirable
- Must be able to work productively in an open office environment (note we are a dog-friendly office space)

**Other Requirements**

- Valid Driver's License
- Ability to lift, carry and transport 25+ lbs.
- Desire to positively affect the community, region and environment

**To Apply**

Please send a resume and cover letter to Johann Weber at [weberj@urbantrans.com](mailto:weberj@urbantrans.com). In your cover letter, include a paragraph or two about how your unique skillset can be applied to this role and the overall mission of UrbanTrans.

We appreciate all applicants; however, only those shortlisted for an interview will be contacted. The position will remain open until filled.

**URBANTRANS NORTH AMERICA IS AN EQUAL OPPORTUNITY EMPLOYER. URBANTRANS HAS AN OPEN WORKPLACE THAT CELEBRATES DIVERSITY.**