



Setting the pace for the northwest metro region.

Marketing Communications Specialist Position Description

Position Description

Responsible for telling the Commuting Solutions story through the organization's external communications channels. Works closely with internal staff as well as outside partners and consultants to increase awareness and support our mission, and our services while upholding the Commuting Solutions brand.

About Commuting Solutions

Commuting Solutions is a nonprofit organization founded in 1998 whose mission is to connect people to places in the northwest metro region today and for the future.

Areas of Responsibility

General Marketing & Communications

- Develops an annual marketing strategy, as well as implementation tactics
- Conducts an annual communications audit to evaluate the effectiveness of the marketing tactics
- Manages projects to increase brand awareness across all communication channels
- Maintains website content and layout, including building new pages
- Develops visual identities, branding and collateral for programs and signature events
- Builds relationships with external partners through sharing content and supporting other organization's campaigns with marketing efforts
- Improves SEO for the website through updating meta-data and content
- Maintain knowledge of current trends and best practices in marketing communications, digital media and branding
- Participate in regional transportation planning and PI efforts (such as CO 119)
- Implements and tracks success of communication tactics and the website through monthly analytics and reports

Social Media

- Creates digital assets and short videos to use on social media channels
- Creates social media content on monthly, weekly basis
- Schedules approved social media content
- Manages digital ad buys for programs and the TDM Partnership
- Manages social media channels with daily monitoring and engagement with partners and audience to foster positive relationships
- Manages social media content for partnerships, grants and ensures scheduled according to contracts
- Implements and tracks success of social media strategy through monthly analytics and reports

Content Creation

- Creates engaging and compelling content for Commuting Solutions' social media channels, newsletter, blog and other external communications
- Develops press releases, media alerts and editorial content
- Develops content for partnerships, external communication tactics and projects
- Develops content strategy and implementation for monthly newsletters



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Event Marketing

Develops marketing strategies for all events, including Signature Events and Membership meetings to increase awareness and attendance.

Represents Commuting Solutions at public and employer events in the community.

In partnership with Outreach Specialist, schedules, plans and implements community events, employer events and meetings with companies and property managers to promote the regional TDM Program suite of services

Assists with coordinating Bike to Work Day, Winter Bike to Work Day, and GoTober programs.

Administration

Completes grant reporting and employer outreach tracking reports

Assists the Executive Director, as needed

Qualifications

Bachelor's degree in Marketing Communications, Journalism or a related field

Excellent organizational, verbal and writing skills

Excellent writing skills, knowledge of AP style preferred

Reliable, dependable, flexible and responsive

Knowledge of marketing communications strategies

MS Office Suite proficient

Possess excellent customer service skills

Ability and desire to work independently and as part of a team

Ability to prioritize and manage multiple tasks

Strong interpersonal skills, good judgment and ability to communicate professionally with diverse audiences

Experience with Adobe Create Suites, InDesign, Canva and Sales Force

Experience editing/producing videos using a software such as Animoto

Position responsibilities could change based upon organizational needs

Available to staff occasional early morning/evening meetings, weekend events, etc.

Must have a valid driver's license and access to a vehicle for business use (mileage is reimbursed).

Compensation Range: \$46K-\$65K