

**CENTRAL INDIANA REGIONAL TRANSPORTATION AUTHORITY  
JOB DESCRIPTION**

**POSITION:** Vanpool & Outreach Coordinator

**REPORTS TO:** Commuter Connect Manager

**DEPARTMENT:** Commuter Services – CIRTA

**RESPONSIBILITIES:**

The Vanpool and Outreach Coordinator is responsible for forming and supporting existing vanpools through outreach with employers and commuting employees. The Coordinator will promote and market vanpool services and other alternative transportation modes to employees and residents in the 9-county service area to increase commuter participation.

**DUTIES INCLUDE:**

- Form new vanpools throughout the service area, by working with employers, commuting employees and municipalities
- Recruit vanpool coordinators and passengers for new vanpools
- Provide concierge level customer service to vanpool groups
- Work with vanpool vendors to support efficient implementation of vanpools
- Increase awareness of the vanpool program and ridesharing in the community and at work sites
- Submit federal reports for National Transit Database
- Employ sales techniques to increase participation in Commuter Connect programs at businesses, government agencies and offices and other places of employment.
- Manage existing accounts and grow employee participation with those accounts
- Make vanpool and rideshare presentations to employer decision makers, employees, the commuting public, community, professional, and social organizations and other vested parties
- Assess the transportation needs of area businesses in order to gain their participation in ridesharing options
- Work with participating employers to implement commuter benefits program, including implementing vanpool subsidies and other commuter fringe benefits programs
- Assist participating employers in establishing incentives to increase employee participation at their work site
- Conduct marketing events and promotions at area businesses to increase awareness and participation in alternative modes of transportation
- Take advantage of local market conditions to increase program penetration

This list of duties and responsibilities is not intended to be all-inclusive and may be expanded to include other duties or responsibilities that are deemed necessary.

**MINIMUM REQUIREMENTS:**

- Four-year college degree in business, communication, marketing or a related field, or experience commensurate with education
- 2-3 years work experience in outside sales, preferably selling a service
- 2-3 years' work experience in vanpool coordination preferable
- Must have a valid Indiana driver's license and access to an automobile for use during work hours

**ESSENTIAL SKILLS AND TRAINING:**

- Strong interpersonal communication and problem solving skills
- Comfortable and adept at making presentations to small and large audiences
- Solid computer skills with Microsoft products
- Articulate, persistent, performance driven, results oriented, and a sense of humor
- Work well in a team environment
- Organized, punctual and a self-starter who can work with minimal supervision
- Experience in customer service and responding to customer inquiries

Please submit resume, cover letter, references and salary requirements to [hr@cirta.us](mailto:hr@cirta.us).

The availability of this position is contingent upon continued revenue from grants and other sources and employment in this position is at-will.

Revised 10-29-13