

**CENTRAL INDIANA REGIONAL TRANSPORTATION AUTHORITY  
JOB DESCRIPTION**

**POSITION:** Outreach Representative

**REPORTS TO:** Commuter Services Manager

**DEPARTMENT:** Commuter Services – CIRTA

**RESPONSIBILITIES:**

The primary role of the Outreach Representative is to promote rideshare services to employers, commuters and organizations in a 9-county area. The representative is responsible for marketing the rideshare program to area companies and organizations as well as increase commuter participation.

**Duties include:**

- Prospect within CIRTA/CICS service area for participating employers and organizations
- Employ sales techniques to gain entry into area businesses in his/her territory; in addition, account management to maintain participation by current businesses
- Make sales presentations to decision makers
- Make presentations to employers, community, professional, and social organizations
- Assess the transportation needs of area businesses in order to gain their participation in ridesharing options
- Establish and train an Employee Transportation Coordinator (ETC) in each participating work site and maintain an ongoing relationship with each ETC.
- Encourage participating employers in implementing commuter benefits program
- Assist the participating employer in establishing incentives to increase employee participation at their work site
- Conduct marketing events and promotions, as needed, at area businesses to increase awareness and participation in alternative modes of transportation
- Actively participate in local networking organizations
- Establish partnerships with property management groups, community and professional organizations
- Take advantage of local market conditions to increase program penetration

**MINIMUM REQUIREMENTS:**

- Four-year college degree in business, communication, or marketing
- 2-3 years work experience in outside sales, preferably selling a service

**Essential Skills and Training:**

- Track record of successes and overcoming obstacles
- Comfortable and adept at making presentations to small and large audiences
- Organized, punctual and a self-starter who can work with minimal supervision
- Analytical skills to provide solutions/recommendations to businesses
- Experience interacting with people of varied backgrounds
- Experience in customer service and responding to customer inquiries
- Articulate, persistent, performance driven, results oriented, and a sense of humor
- Work well in a team environment

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