



CENTRAL INDIANA REGIONAL TRANSPORTATION AUTHORITY **JOB DESCRIPTION**

POSITION: Outreach Representative

REPORTS TO: Commuter Connect Program Manager

DEPARTMENT: CIRTA - Commuter Connect

LOCATION: 320 N. Meridian St., Ste 920
Indianapolis, IN 46204

ORGANIZATION:

CIRTA / Commuter Connect has a passion for helping people, promoting cleaner air initiatives and reducing traffic congestion in central Indiana. We help people find ways to get to work other than driving alone; such as carpooling, biking, vanpooling, public transit or walking. We are proud to support 10 counties around central Indiana including Boone, Delaware, Hamilton, Hancock, Hendricks, Johnson, Madison, Marion, Morgan, and Shelby county. We work as a team to ensure that individuals and employers are aware of our free transportation benefits; saving them money on gas, reducing wear-and-tear on their vehicles, reducing congestion on central Indiana roads, aid in obtaining and retaining employees and help the environment.

RESPONSIBILITIES:

The primary role of the Outreach Representative is to educate individuals, employees, employers and organizations within central Indiana about the transportation benefits provided by CIRTA / Commuter Connect. They will be passionate about helping people find other ways to get to work, other than driving alone because they understand the benefits for the commuters and the environment. The Outreach Representative position is 40 hours per a week, reporting to the office a minimum of two days weekly to call prospective employers, follow up with existing partners, research and schedule events and more. The majority of time the Outreach Representative will be out in their assigned territory making connections with potential employers, strengthening connections with current employers, working outreach events such as parades, fairs, festivals, farmer's markets and employer events and attending networking events across central Indiana. Hours will occasionally be flexed as a result of job demands, including for mandatory evening or weekend events.

DUTIES INCLUDE (but are not limited to):

- Prospect within CIRTA service area for participating employers and organizations
- 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
- Deliver presentations to employer decision makers, employees, the commuting public, community, professional, social organizations, and other vested parties
- Assess the transportation needs of area businesses in order to gain their participation in ridesharing options
- Establish and train an Employee Transportation Coordinator (ETC) at each participating work site and maintain an ongoing relationship with each ETC
- Work with participating employers to implement commuter benefits program, including commuter fringe benefits programs
- Assist participating employers in establishing incentives to increase employee participation at their work site
- Conduct marketing events and promotions 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
- Other duties as assigned
- Some weekends and evenings will be required each month to be present at outreach and networking events

MINIMUM REQUIREMENTS:

- Completion of an Associates Degree, or equivalent experience
- Availability to work an 8-hour shift between the hours of 7:30am and 6:00pm Monday through Friday
- Availability to flex their time to promote CIRT/Commuter Connect at mandatory outreach and networking events during some evenings and weekends
- Access to reliable Internet connection if remote work should be required
- Must have a valid Indiana driver's license and access to an automobile for use during work hours.

ESSENTIAL SKILLS AND TRAINING:

- Proficient in Microsoft Office (specifically Outlook, Word, Excel and PowerPoint); and able to quickly learn web-based applications
- Strong interpersonal communication, persuasion and problem-solving skills
- Comfortable and adept at making presentations to small and large audiences
- Articulate, persistent, performance driven, results oriented, and a sense of humor
- Organized, punctual and a self-starter who can work with minimal supervision
- Experience in customer service and responding to customer inquiries
- Personable, outgoing personality
- Bi-lingual in Spanish desired, but not required
- Able to interact well with people of all backgrounds and be a team player
- Have a sense of humor, and unwavering positive attitude

- Desire to receive feedback, and to continue to learn and improve

BENEFITS*

- Free parking pass in a covered garage
- Personal office space
- Laptop Provided
- Cell Phone Provided
- Generous Paid Time Off accrual
- 7 Paid Holidays
- 7 Floating Holidays
- Medical/Dental/Vision Options (partially paid for by employer)
- Employee Assistance Programs (employer paid)

*All benefits are subject to change and are not guaranteed until an offer is made

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