

Marketing/Communication Specialist
Extra Hire Position (approximately 6 months)
Open until filled

Apply

To express interest in this position, please email your resume and cover letter to Jesse Hamashima at jhamash@co.pierce.wa.us

Nature of Work:

The selected candidate will assist Pierce County in the administration of different aspects of trip reduction grant projects. The candidate must possess an interest in deploying Transportation Demand Management concepts that will encourage residents and commuters in our region to try transportation options such as sharing the ride, riding transit, bicycling or walking. This will be accomplished through the successful deployment of outreach and education programs aimed at residents and commuters, and direct support to employers. Under direction of the project team, the candidate will 1) support current programs and 2) develop, implement and administer new employer and commuter support programs to encourage use of travel options other than driving alone.

Due to the nature of this work, an ideal candidate would possess experience in the field of planning, communications, marketing, or advertising. The candidate must be able to provide creative solutions to developing programs that will encourage people to use travel options to driving alone. Desired talents for this position include the ability to be flexible, work collaboratively, communicate clearly and with confidence, creative problem solving and provide excellent, timely and courteous customer service.

The position is a grant funded full-time position for approximately 6 months. Evening and weekend hours will be required to staff community outreach events.

Essential Functions:

An employee in this position will learn about the Commute Trip Reduction Efficiency Act, employer and resident transportation options programs, and implementation strategies; gather pertinent information about transportation programs; use creative marketing principles to effectively develop and deploy programs based on the community/employer/individual needs; work collaboratively with partners to implement the approved programs; continuously review results and, as needed, make course corrections; provide a final review and written report on the programs and findings.

The employee will be expected to coordinate work tasks with several agencies and several personnel within those agencies. The employee will cultivate a teamwork atmosphere in order to carry out the program scope. They will also be expected to carry out job tasks independently and in a timely manner.

General Duties:

- Cultivate community partnerships and effectively partner with local agencies that gain positive project outcomes
- Coordinate and support efforts with local partners to develop a suite a training materials, deploy training, and create networking opportunities for those providing the training

- Develop and deploy a rideshare effort to form commuter vanpools and carpools
- Design and provide copy for employer, resident and commuter support materials such as newsletters, posters, and manage online presence
- Interview and write testimonies from users of travel options
- Develop, organize and attend community events
- Work with other agencies to cross-promote campaigns and initiatives that support Pierce Trips' mission (www.PierceTrips.com)
- Report writing, documentation, analysis and evaluation of projects
- Other duties as assigned

Desired Qualifications:

Bachelor's Degree in Planning, Communications, Marketing or related field preferred. Other desired qualities include: knowledge of marketing principles, practices and methods; excellent verbal and written communication skills; experience with creative writing and graphic design; excellent interpersonal skills; enjoy interacting with the public; values teamwork; capable of managing many projects and delivering high quality projects in a timely manner; interest and knowledge of using travel options; proficiency in Word, Excel, PowerPoint, In Design and related programs. A valid Washington State driver's license is required.

Wage:

\$17.00 - \$21.00 per hour depending on qualifications, plus a transit pass