



## **POSITION ANNOUNCEMENT-JULY 16, 2021**

### **Outreach Specialist**

Move Minneapolis (the Downtown Minneapolis Transportation Management Organization) seeks a transportation behavior change and congestion mitigation leader for the position of outreach specialist. The specialist carries out mission-critical activities leading to demonstrable drive-alone reduction among downtown Minneapolis commuters. The specialist reports to the interim executive director.

The mission of Move Minneapolis is to promote transportation options to enhance economic vitality, environmental sustainability, air quality, equity, and quality of life for everyone in the Minneapolis region. Move Minneapolis is an affiliate of the Minneapolis Regional Chamber and is located in downtown Minneapolis at 81 S. 9th Street.

### **Primary Duties:**

#### **Employer Outreach & Commuter Behavior Change**

- Develop expertise in transportation demand management programming, technology, and best practices and bring this knowledge to customers
- Build relationships with downtown employers and transportation stakeholders to encourage them to prioritize and support commute mode switch among their workforces
- Work with multimodal transportation operators to build customer adoption of new modes
- Accurately track contacts and outcomes in customer relationship management systems
- Meet established goals for outreach targets and activity, including outreach to low-wage employers to ensure equitable treatment for all commuters
- Promote adoption of non-SOV (single occupancy vehicles) commute options directly to commuters
- Propose, organize and staff outreach events, such as presentations to business associations
- Contribute to program-related written communications, including research, print, and electronic marketing collateral
- Support Move Minneapolis team in delivering workshops and special events in tandem with the events specialist

## Position Requirements

- Demonstrated interest in sustainable transportation and enthusiasm around non-SOV modes
  - o Ideal: Ability to articulate negative impacts of SOVs, including basic environmental, economic, financial, health, and time impacts at both personal and societal levels
  - o Ideal: Understanding of congestion issues, land use, and importance of VMT reduction
- Academic or practical background in transportation, planning, business, sales, marketing, psychology, human resources, science, engineering, or other mission-aligned area
- Comfortable with interpreting charts with basic transportation data and collecting survey information
- Excellent interpersonal skills and sales orientation, willingness to meet with customers in person (with accommodation if needed), by phone and electronically
- Ability to work independently but capable of inspiring, leading and functioning within teams
- Basic spoken and written English, additional language skills (spoken and written) welcome

## Salary and Benefits

- This is a full-time, 40-hour per week salaried position at \$46,000 - \$51,000/year DOQ.
- Employer-supported medical, dental, life, long-term and short-term disability insurance
- Flexible spending account
- 100% employer-paid transit pass, reimbursement for shared mobility use on work time
- Position qualifies for hybrid work

## To Apply:

Send cover letter and resume by July 30 to [etjoflat@mplschamber.com](mailto:etjoflat@mplschamber.com) Please include the phrase "**Outreach Specialist**" in the subject line.

*The Minneapolis Regional Chamber/Move Minneapolis is a committed Equal Opportunity Employer and encourages applications from people of color and indigenous people, women, and other underrepresented candidates and will not discriminate against or harass any employee or applicant for employment because of race, color, creed, religion, ancestry, national origin, sex, sexual orientation, gender identity, disability, age, marital status, or status with regard to public assistance.*