



## Employment Opportunity Announcement

### Commuter Assistance Marketing and Sales Coordinator

#### Position Description

Apalachee Regional Planning Council (ARPC) is seeking to hire a Commuter Assistance Marketing and Sales Coordinator to join ARPC's Transportation Team. The primary responsibility of this position will be to get people within the nine counties served by the Council to create a profile and log non-SOV (single occupancy vehicle) trips in RideOn, thereby decreasing traffic congestion and car parking needs. This will be done mainly through coordinating with local businesses and higher education institutions and through marketing.

Learn about current initiatives at <https://www.arpc.org/>.

#### Closing Date

Monday, July 15<sup>th</sup> at 11:59 p.m.

#### Background

ARPC, a multi-purpose governmental agency of the State of Florida, provides technical assistance in the areas of economic development, environmental planning, emergency planning, transportation, housing, and resiliency to meet the needs of our member local governments within the nine-county Apalachee Region. The Region covers Calhoun, Franklin, Gadsden, Gulf, Jackson, Jefferson, Leon, Liberty, and Wakulla counties and their municipalities.

**ARPC Mission:** The Apalachee Regional Planning Council serves its citizens & local governments by providing technical assistance & a forum for communication & collaboration to preserve & enhance the economic, natural & social environments of the Apalachee Region.

**ARPC Vision Statement:** Our vision is to shape a safe and empowering environment that respects each individual's lived experience. Our values:

- Advancing equity through meaningful collaboration
- Recognizing and embracing diversity
- Pursuing prosperity through stewardship
- Cultivating inclusion through respectful communication

#### Our Workplace

ARPC fosters a dynamic work environment characterized by professionalism and strong support. Our commitment to equity is reflected in the availability of flexible work schedules, including part-time telecommuting options. Full-time employees enjoy a comprehensive benefits package, which encompasses retirement benefits through the Florida Retirement

System, healthcare and dental coverage, life insurance, and participation in a supplemental 401(k) plan.

#### Terms of Service

Start Date:	Immediate
Subject Area(s):	Marketing and sales
Hours per Week:	Full-time (40 hours/week)
Starting Compensation:	\$60,000+ D.O.Q.

#### Scope of Work

Under the direction of the Regional Transportation Planning Manager, this employee will play a pivotal role in the following key responsibilities:

- Work in collaboration with Emerald Coast Regional Council (ECRC) to create a unified and well-known brand, RideOn Commuter Services, across the joint geographical area that covers the Florida Panhandle.
- Work in collaboration with our internal Communications Coordinator to get marketing materials designed, developed, and distributed.
- Decrease traffic congestion and car parking needs by using marketing and advertising to encourage people to carpool, vanpool, telework (work from home), remote work (work at a site closer to home), take transit, walk, or bike for work or higher education transportation, and log those trips in the app we have created, RideOn.
- Through marketing and advertising, make the brand, RideOn, a household name for students, faculty and staff of higher education, and for Human Resources staff of the largest employers in the area, and those business' employees.
- Increase trip logging of non-SOV (single occupancy vehicle) trips. This can be incentivized through monthly prize drawings and other contests, and the benefit of the Emergency Ride Home program.
- Generate and track leads, set up and conduct successful sales calls with large employers to have them encourage their employees to use non-SOV commute choices and log the trips. Consistently meet targets for number of large employer meetings being held.
- Generate and track leads, set up and conduct successful sales calls with higher education institutions to have them encourage their employees and students to use non-SOV commute choices and log the trips. Consistently meet targets for number of higher education meetings being held.
- Consistently meet targets for the number of individuals logging trips in RideOn.
- Lead app trainings for employees and higher education students to set up a user profile and log trips in the RideOn app.
- Lead Mobility Week events along with partners/ other stakeholders.
- Work with ECRC and our app/website provider to make sure the website and application are functioning well and providing a positive user experience. Conduct app/website user-testing as needed.

- Provide copywriting on the website, in email marketing, and social media marketing.
- Create large, high-impact, comprehensive advertising and marketing campaigns to get people creating profiles and logging trips in RideOn.
- Manage data and analytics to evaluate and measure the effectiveness of the program. Set goals for metrics and consistently meet them.
- Create launch sequences including customer narratives.
- To learn more about the RideOn program, visit <https://www.rideontgether.org>

#### Physical/Environmental Requirements

- **Driving Capability:** The role involves driving a vehicle continuously for two or more hours.
- **Flexible Meeting Attendance:** Occasionally, there may be meetings outside of normal working hours and beyond the local area.
- **Driver's License Requirement:** A valid driver's license is necessary, or the ability to obtain one at the time of employment.

#### Education and Experience

- Bachelor's degree in marketing, business, communication, psychology or a related field or equivalent work experience: We recognize that diverse paths lead to expertise.
- Project management training is preferred. Project Management Professional (PMP) certification, Certified Project Manager (CPM), Certified Associate in Project Management (CAPM), etc.
- At least 3-5 years of professional work experience in marketing and sales. However, we value all forms of learning and growth, including internships, volunteer work, and personal projects.
- **Self-directed.** Able to take a general goal and guidelines and take the project and run with it. Also, a team player.
- **Project management.** Lead a team to successful completion of overall objectives including project deliverables within the scope, schedule, costs and quality constraints.
  - Create project plans that outline the scope, resources required, timelines, and milestones.
  - Identify potential risks to the project timeline, budget, or quality.
  - Develop and implement mitigation strategies to minimize impact and prepare contingency plans.
  - Implement quality assurance practices, such as testing protocols, and performance evaluations, to maintain high-quality outputs. Maintain a culture of evaluation, through both internal and external testing and evaluation.
- **Data and metrics.** Strong focus on data. Set goals related to data and regularly measure performance metrics and use data to drive business decisions. Able to perform data analytics to tell a story with data.
- **Time management.** Meeting or exceeding deadlines. Ability to organize and prioritize tasks.

- **Sales.** Experience with CRM software, generating leads, closing sales calls, working in B2B sales, and customer relationship monitoring.
- **Communication.** Capable of articulating complex ideas clearly. Strong verbal and writing communication skills. Comfortable speaking in front of groups both internally and externally. Take comprehensive meeting notes that keep initiatives moving forward. Capable of leading trainings. Regularly update stakeholders, including team members, internal leadership, and external partners, on project progress, challenges, and changes.
- **Marketing.** Experience with B2B marketing and B2B2C marketing, creating brand recognition, SEO, copywriting, launches, email and social media marketing, Meta Business Suite or other platforms to plan ahead, creating marketing campaigns, nurturing audience between sales cycles. Communicating value in a way that compels people to create a profile, log trips, explore other commuter options. Create demand.
- **Interpersonal skills.** Great 1-on-1 communication and ability to establish new professional relationships.

#### Notes

- This is not a traditional sales position in that we don't offer a commission and you will be selling a free product.
- Candidates need to live in our planning area (Florida counties of: Jackson, Calhoun, Liberty, Gulf, Franklin, Gadsden, Wakulla, Leon, Jefferson) and be willing to commute to our Tallahassee office at least multiple times per week.

#### Interested Candidates

ARPC is committed to fostering an inclusive and equitable work environment. As an Equal Opportunity Employer, the ARPC ensures that all individuals, regardless of their background, identity, or circumstances, have an equal opportunity to thrive. We adhere to the United States Equal Employment Opportunity guidelines and the Americans with Disabilities Act.

Here's how we demonstrate this commitment:

1. **Reasonable Accommodations:** We recognize that everyone's needs are unique. If you're a qualified individual with a disability, we encourage you to discuss potential accommodation with us. Our goal is to create an accessible workplace where you can perform at your best.
2. **Inclusivity:** We value diversity and believe that different perspectives enrich our organization. Whether you're a prospective employee or part of our current team, your voice matters.
3. **Drug-Free & Tobacco-Free Workplace:** ARPC promotes a healthy and safe environment by maintaining a drug-free and tobacco-free workplace. We prioritize the well-being of our employees and their overall health.

**ARPC asks that candidates interested in this opportunity provide an application (which can be found on ARPC's website), writing sample, and a cover letter (you may also provide a résumé; however, it will not take the place of the application) to:**

**Monica Pitts**

Finance and HR Director

Apalachee Regional Planning Council

[HR@arpc.org](mailto:HR@arpc.org)