DATE OF POSTING: September 10, 2018
DATE TO BE FILLED: Immediately
COMPANY: Transportation Management Association of Chester County
7 Great Valley Parkway, Suite 144, Malvern, PA 19355
www.tmacc.org

POSITION: Manager of Public Engagement, Full Time
SALARY: $40,000 - $45,000 (based upon experience)
BENEFITS: Healthcare, Paid vacations, 401(k) Employer Contributions, Continuing Education Program, Flextime, Business Mileage Reimbursement

TMACC Overview

Transportation Management Association of Chester County (TMACC) is a not-for-profit organization that fosters cooperation between the public and private sectors of Chester County to identify, evaluate, and analyze significant transportation issues. TMACC serves as a leader in the development and implementation of transportation solutions that are broad-based, cost effective and timely. TMACC works with over 100 private and public sector organizations to advocate and promote a viable transportation network for the region's economic vitality.

Job Overview

TMACC seeks an energetic, creative, and results-oriented Manager of Public Engagement for our public outreach and association advancement. The project manager must be an initiator and communicator who has strong organizational, problem-solving and strategic-thinking abilities as well as meticulous attention to detail. With a small staff, the candidate must be friendly and willing to “roll up their sleeves” – working in a team environment to enable the organization to achieve its mission. This is a full-time position and will be approximately 40 hours per week.

Responsibilities

The Manager of Public Engagement will be responsible for developing and marketing TMACC’s creative content to the general public, business community, stakeholder groups and elected officials in order to increase support for TMACC programs and initiatives. The purpose of this position is to direct and manage the brand and messaging for TMACC’s internal and external advertising, marketing, and promotional activities.

Tasks to accomplish the TMACC mission are but not limited to include planning, coordinating and overseeing the implementation of print and digital advertising, promotions, and special event/public information program campaigns;
• Establish and manage internal and external editorial calendar.

• Develop written and digital content by identifying and researching stories that advance TMACC’s objectives and promotes the mission.

• Establish and maintain media lists and relationships.

• Plan and direct short-range and long-range marketing and promotional campaigns with a special emphasis on programs or initiatives designed to increase Transportation Demand Management strategies and other contract work awareness by identifying goals and objectives, researching and analyzing options, preparing plans and writing copy, coordinating graphic design elements, coordinating distribution and media, and analyzing results.

• Develop, monitor, and oversee the production of print materials and publications by identifying goals and objectives, researching and analyzing options, preparing plans, researching subject matter, writing copy, and managing graphic design elements, printing, production, and distribution;

• Provide assistance in coordinating special events and outreach activities by identifying goals and objectives, preparing and implementing plans, and analyzing results. Writing news releases, articles and other print materials;

• Design and develop print materials and publications;

• Oversee the development and maintenance of TMACC’s website and social media programs;

• Manage and maintain domain and social media logins and passwords;

• Negotiate and purchase media advertisements;

• Negotiate sponsorships and partnerships;

• Conduct market research;

• Advise and provide recommendations to the Executive Director;

• Prepare and monitor department budget;

• Produce final TMACC grant application documents such as TMA and MAP work programs.
Reporting:

The Manager of Public Engagement reports directly to the Executive Director.

Requirements:

- Bachelor’s degree in Communications, Marketing, Business or other related field;
- Advanced degree or additional studies in communications, urban planning, transportation engineering, business administration is a plus;
- Preferred 1-3 years of experience in a similar role;
- Knowledge of Transportation Demand Management practices including creation of carpools/vanpools, guaranteed ride home programs, commuter choice programs, etc. is a plus;
- Knowledge and familiarity with Chester County businesses and the community, or a proven track record of having an in-depth knowledge and familiarity with businesses and communities in the Delaware Valley desired;
- Computer literacy with proficiency in MS office products (Word, Excel, PowerPoint, Publisher) and knowledge of Adobe Suite/ products or similar graphic design software;
- Knowledge and proficiency with key social media outlets such as YouTube, Twitter, Facebook, Instagram and LinkedIn;
- Strong interpersonal and presentation skills, including the ability to provide information in a clear manner making it relevant to consumers with courtesy and tact;
- Strong written, oral communication and proofreading skills;
- Ability to bring exceptional contributions and value to a small team;
- Ability to be mobile;
- Morning, evening and weekend availability;
- Ability to lift 35 lb.;
- Valid PA driver's license is required;
- Writing and speaking Spanish is a plus.
Application Instructions:

Application Deadline: Open until filled

Send cover letter and resume to:

Transportation Management Association of Chester County
Attn: MPE Application
7 Great Valley Parkway, Suite 144
Malvern, PA 19355

Or

Email cover letter and resume to betty@tmacc.org. A confirmation will be sent next business day.