

# TDM PROGRAM LEAD

## Job Description

Are you someone who is passionate about sustainable transportation, has experience in Transportation Demand Management (TDM), is creative, driven to excel in all that you do, interested in growing professionally, and enjoys working with teams? Then this is the position for you. The selected candidate will lead an employer outreach and engagement program for our client. They will have expertise in:

- Employer and commuter incentives and education.
- Outreach and sales strategy using traditional TDM methods.
- Planning, managing, and implementing outreach to employers and property managers.
- Public and private sector B2B consultative sales.
- Communications, marketing, and program management.
- Managing a team of outreach coordinators.

The selected candidate may be responsible for the management of a variety of TDM consultations, marketing, community outreach, evaluation, and reporting activities, including, but not limited to the following:

- Serve as the key lead for employer services to ensure that all program needs and expectations are met.
- Develop workplan activities and calendars to guide the work.
- Establish and maintain effective, professional working relationships with the client, other staff from the larger project team, program clients, and the public, including those from culturally diverse backgrounds, the elderly, persons with disabilities and/or other vulnerable populations.
- Train and manage a team of outreach coordinators that lead engagement.
- Maintain and build employer programs and services.
- Provide direction and quality control in guiding the development of printed and digital marketing materials and collateral related to employer services.
- Lead the development of a variety of program events for employer services, including, but not limited to program participant recognition, transportation fairs, presentations, and workshops and various community outreach events.
- Build and maintain relationships with third-party benefit administrators and transportation stakeholders.
- Work collaboratively with other TDM providers, MPO staff, and transit providers throughout our clients' regions.
- Track and report on program activity metrics.

While this is a hybrid in-office/work from home position, the selected candidate must live in or relocate to the Atlanta, GA region within commuting proximity to downtown. They will work both onsite at a client location and at Foursquare ITP's Atlanta office.

Foursquare ITP is a transportation planning firm based in Washington, DC that offers our clients expertise in many aspects of TDM, transit planning, regional and corridor transportation planning, multimodal planning, and public outreach. As an expert in TDM, we lead engagement, operation, and strategic planning initiatives for our TDM clients.

## Qualifications

The TDM Lead must be a highly organized, detail-oriented, smart, motivated self-starter who enjoys working and collaborating with others and has experience in the implementation of TDM. This position requires a professional who has strong client relationship and customer management skills, is adept at working in a flexible and fast-paced environment with a dynamic workflow, and has experience managing, delegating, and prioritizing work. The successful candidate must also have a demonstrated ability to present persuasive information to a wide variety of audiences both orally and in writing.

A B.A./B.S. in a related field such as Business Management, Marketing or Social Marketing, Public Relations, Public Administration, English, Communications, Geography, or Urban Planning with 7-10 years of relevant experience is required for this position. At least two years of experience managing a TDM program or a team of outreach and marketing professionals at a private or public sector organization is also required. Ideal candidates will demonstrate an interest in the field of sustainable transportation, have previous experience implementing TDM strategies, and have at least an intermediate understanding of the fundamentals of behavior change and organizational development.

Proficiency with Microsoft Word, Excel, PowerPoint, and experience with the use of customer relationship management (CRM) software are required. On-the-job and/or formal training will be provided to assist the selected candidate to grow professionally; the selected candidate must have a commitment to ongoing professional growth.

## Compensation

An individual with a relevant bachelor's degree, 2 years of TDM management experience, and 7 years of relevant experience would earn **\$94,000**. Salary can be as high as **\$99,000 based** on additional education and experience.

## Benefits

In addition to a competitive salary based on experience and qualifications we provide an extensive benefits package that includes:

- Potential to earn performance-based bonuses.
- Generous vacation.
- Flexible holiday leave and sick leave programs.
- Generous work-from-home policy.
- 401k with company match.
- Heavily subsidized medical, dental, and vision insurance.
- Short-term and long-term disability insurance.
- Company-funded Health Reimbursement Account.
- Medical and Dependent Care Flexible Spending Account option.
- Subsidized transit benefit.
- Complimentary personal financial planning through our benefits administrator.
- Established internal technical training program, along with peer-led trainings and knowledge sharing.
- Management training programs
- Professional development opportunities and conference attendance.
- Paid membership to an industry organization.
- Paid cell phone plan.
- Semi-annual retreats with fun activities.
- Holiday/New Year party for all employees and their significant others.
- Summer picnic for all employees and their families.

***Foursquare ITP is an Equal Opportunity Employer and is committed to providing equal employment opportunities to all employees and applicants for employment.***

Applications (résumés and cover letters) will be accepted until the position is filled and should be submitted at <https://www.foursquareitp.com/careers>.

## 1.1. Places to Post

- ACT
- LinkedIn
- Atlanta Based HBCU's (Clark, Spelman, Morehouse, Morris Brown etc)
- APA MD, VA, and National Capital
- Maybe SUMC has a posting or listerv?
- Recommendations from Atlanta contacts/Aileen