



VACANCY ANNOUNCEMENT

Program/Project Coordinator (Georgia Commute Options Marcom Strategy Manager) Mobility Services Department

OPEN DATE: February 5, 2025

CLOSE DATE: Until Filled

POSITION SUMMARY:

The Atlanta Regional Commission (ARC) is the regional planning and intergovernmental coordination agency that focuses on issues critical to the region's success, including growth and development, transportation, water resources, services for older adults and workforce solutions. ARC is dedicated to unifying the region's collective resources to prepare the metropolitan area for a prosperous future. This is done through professional planning initiatives, the provision of objective information, and the involvement of the community in collaborative partnerships.

The Mobility Services Department (MSD) has an opening for an experienced, self-starting Program/Project Coordinator responsible for the successful completion of Transportation Demand Management (TDM) initiatives and projects related to the Marketing & Communications strategy for the Georgia Commute Options (GCO) program. GCO is the regional TDM program that provides customized worksite assistance, ridematching services, and incentive programs to help commuters, employers, property managers, community partners and schools with solutions for a better commute. GCO incentivizes commuter behavior change from single occupant vehicles to cleaner options such as carpool, vanpool, transit, bike, walk, and/or telework.

This position will serve the role as GCO Marcom Strategy Manager and will be responsible for ensuring the successful fulfillment of contractual requirements for the regional TDM program, supported through Congestion Mitigation and Air Quality (CMAQ) funds. This includes both internal efforts and work carried out by professional marketing and communications consultant(s). Serving as a subject matter expert, this individual will lead the development and implementation of campaigns, promotions and plans to ensure the program's success, and strategize GCO's digital engagement and media relations efforts. The role focuses on enhancing brand reputation and awareness, engaging target audiences, and managing public perception of the GCO program, while staying current with industry trends, and adopting new technologies to optimize engagement and outcomes.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Provides lead direction to assigned staff with includes assigning and training the work of staff members;
- Assists in developing TDM marketing goals, strategies, campaigns, budgets, and timelines.
- Supports the creation of TDM marketing plans, PR strategies, creative content, and messaging.'
- Supervises the work of contractors and consultants responsible for TDM marketing and communications within the GCO program and all TDM modal promotion efforts.

- Plans and executes TDM modal promotions, such as Biketober, Million Air Challenge, GA Rides, and other regional events.
- Oversees SEO efforts and manage GCO digital channels (social media, GaCommuteOptions.com) to enhance TDM data tracking and engagement.
- Manages digital advertising campaigns (e.g., social media, Google Ads) and optimize organic engagement across digital platforms, including the MyGCO ridematching app.
- Assists in integrating databases and software for delivering and tracking TDM promotions, B2C and B2B communications, and GCO services.
- Handles reactive and proactive media relations in a way that supports TDM communications objectives.
- Coordinates with internal stakeholders, regional transit operators, local governments, employers, marketing and communications peers, and various other partner organizations on TDM related marketing and communications.
- Partners with other TDM staff to gather and analyze key data for program evaluations and measure project performance using appropriate systems, tools and techniques.
- Presents or facilitates at events, conferences, meetings, or summits as needed.
- Ensures projects are delivered on time, within scope, and within budget.
- Reviews and approves monthly contractor invoices.
- Develops scopes and objectives for RFPs and vendor contracts related to regional TDM modal promotions and GCO program delivery.
- Resolves operational issues, coordinating with other departments and escalating issues to management as needed.
- Performs other duties as assigned to support agency goals and objectives.

REQUIRED KNOWLEDGE, SKILLS, ABILITIES AND COMPETENCIES:

- Program administration and management.
- Project management principles and methodology, including management of large-scale events, marketing campaigns and promotions.
- Marketing and communications theory, methodology, best practices, trends and emerging technologies.
- Qualitative and quantitative research, including collecting and analyzing marketing specific data from a variety of sources and efforts including Google Analytics, social media performance measure, etc.
- Media/public relations training and on-camera experience.
- Supervising, training, coaching and evaluating staff performance.
- Procuring and managing contractors and/or consultants.
- Developing and implementing operational policies and procedures.
- Overseeing the implementation and adherence to quality assurance and standards.
- Written and verbal communication to include public speaking, presenting and facilitating.
- Authoring/overseeing the preparation of original reports, content, documents and presentations.
- Highly developed interpersonal skills to interact effectively with internal staff, the ARC Board, contractors and a broad range of active stakeholders.

- Exercising political acumen, tact and diplomacy for conflict resolution and negotiation.
- Interpreting and applying laws, codes, regulations and standards associated with governmental funding sources.
- High-level time management skills and ability to work independently and in groups.
- Proficiency with Microsoft Office (including Publisher), Adobe, Mailchimp, and other related software/applications.

MINIMUM QUALIFICATIONS (equivalent combination acceptable):

- Master's degree in business or public administration, human services, marketing, communications, public relations, or directly related field;
- Five years of program administration experience, which may include two years of lead and/or supervisory experience depending upon assignment.

OR

- An equivalent combination of education and experience sufficient to successfully perform the essential duties of the job such as those listed above, unless otherwise subject to any other requirements set forth in law or regulation.

PREFERRED QUALIFICATIONS:

- 2+ years of program administration experience in TDM, transit or other transportation related field.
- 2+ years of digital marketing management experience, including SEO, CMS, content marketing, digital analytics, digital display and paid search advertising, and social media.
- 1+ years of supervisory experience.
- 1+ years of experience with Salesforce, MailChimp or other customer relationship management software.
- Experience with Asana or other task management/collaboration software.

ANNUAL SALARY RANGE: \$75,967-\$102,555 (no SS deductions except for Medicare portion, approx. 1.45% of salary)