



commute seattle

POSITION TITLE

Marketing and Communications Manager

REPORTING RELATIONSHIP

Executive Director

STATUS

Full time, Exempt

Commute Seattle is a nonprofit Transportation Management Association founded in 2004. Our mission is to foster mobility partnerships to keep Seattle moving and thriving for all. We are an alliance of the Downtown Seattle Association, King County Metro, Sound Transit, and the City of Seattle. Commute Seattle is a fast-paced organization focused on partnering with employers and institutions to implement Transportation Demand Management (TDM) strategies that positively change commute behavior.

POSITION DESCRIPTION

Commute Seattle is seeking a Marketing and Communications Manager, responsible for developing and implementing strategies that enable Commute Seattle to achieve its mission and vision. This position oversees the Commute Seattle brand, manages marketing and communications efforts, and collaborates with funders, partners, and vendors to deliver high quality B2B and B2C campaigns tailored to our unique audiences and objectives.

RESPONSIBILITIES

- During the first year, manage a Commute Seattle brand refresh, including a website redesign (with an outside design firm) and a communications audit
- Oversee and maintain quality and consistency of the current Commute Seattle brand
- Lead B2B marketing and communications efforts related to major transportation projects and initiatives
- Serve as marketing liaison to Downtown Seattle Association
- Produce and edit written content, including website and social media, monthly newsletters, e-blasts, and press releases
- Seek earned media opportunities to grow Commute Seattle brand awareness
- Manage the design and development of new marketing and communications deliverables, including serving as an internal resource to other team members
- Coordinate with marketing and communications vendors, including contract and budget management, and ensuring work is on strategy
- Track metrics for web and social media, and compile press coverage
- Support on additional projects as needed

MINIMUM QUALIFICATIONS

- Bachelor's degree or commensurate experience in marketing, communications, or related fields
- 5+ years of high visibility project or program management
- Demonstrable experience in developing and editing written content
- Strong oral communication skills, including the ability to develop and deliver presentations to groups of all sizes
- Experience in establishing and monitoring marketing goals
- Professional and capable of providing excellent customer service to potential clients
- Strong organizational skills and demonstrated success meeting deadlines with high quality results
- Ability to work independently and as part of a team
- Proficiency in MS Office Suite and Outlook

DESIRABLE QUALIFICATIONS

- Master's degree or commensurate experience in a related field
- 2+ years experience in business to business marketing
- 2+ years managing staff and/or vendors
- Knowledge of marketing best practices
- Experience working with budgets
- Experience working collaboratively with public sector partners and funders
- Strong sense of design and layout principles
- Proficient with Adobe Creative Suite
- Experience working with Google Analytics, Facebook Insights, Twitter Analytics and other social media monitoring tools

COMPENSATION: Annual salary \$66,352 - \$76,752 depending on experience, plus full medical, dental and vision benefits, paid time off, short- and long-term disability, 401K retirement plan and annual ORCA Pass.

TO APPLY: Please send resume, cover letter, and three professional references by October 12, 2018 to yolankaw@commuteseattle.com. No telephone calls, please.