



City Go Communications Specialist Job Posting

Do you love to help people? Are you someone who likes to collaborate with others? Do you enjoy working with organizations and people from all walks of life?

Check out the City Go Communications Specialist position below:

City Go, a mobility collaborative of public and private partners in downtown Boise, is looking for someone to develop and implement targeted marketing initiatives and outreach plans for commuters of all ages and stages in life. This position works with employers, community groups, and commuters to market and promote City Go services and ultimately reduce the number of single-occupancy vehicles traveling in, out, and around downtown Boise.

The ideal candidate will possess an associate or bachelor's degree in Marketing, Communications or related field and a minimum three years of experience in developing marketing and communications campaigns. This person will possess strong organizational skills and is able to effectively communicate with people from varied backgrounds. We would like someone who loves serving the community through transportation and has a passion for helping others.

City Go, a program of Valley Regional Transit, is the transportation management association for downtown Boise. For more information on City Go, please visit www.citygoboise.com. Valley Regional Transit (VRT) is the regional public transportation authority for Ada and Canyon counties in southwest Idaho. Its main responsibilities are to coordinate transit services in the two-county area and develop and implement a regional public transportation system.

VRT owns the public bus system that provides service in Boise/Garden City, and contracts with a private firm to manage its operations. In addition, VRT contracts for transit services in Nampa/Caldwell and between Ada and Canyon Counties.

To apply for this position, please send your resume and cover letter of interest to jobs@calyx-weaver.com.

Want more information? Read on:

RESPONSIBILITIES:

- Develop and implement targeted marketing tactics, tools, and education programs for commuters of all ages and stages of life.
- Develop and implement outreach plan to reach commuters, residents, and visitors about mobility options.
- Manage and create content for City Go's social media, blog, and newsletter
- Provide graphic design and marketing supports
- Oversee website maintenance and updates

- Support development of resources for members
- Work with marketing contractor on all marketing campaigns
- Develop digital marketing materials
- Support other City Go staff in creating communication and marketing resources
- Support other City Go staff in developing and implementing City Go events
- Track and report of performance measures related to job duties
- Assist as needed with City Go's Sales and Marketing Committee
- Work closely with partner organizations on co-branding and co-marketing efforts

MINIMUM QUALIFICATIONS:

- 3-5 years of relevant work experience in communications, marketing, or transportation demand management
- Excellent written and verbal communication skills
- Self-motivation and initiative to work independently
- Bachelor's Degree in relevant field preferred
- Website maintenance experience with Square Space preferred
- Adobe illustrator or other design platform experience preferred

Salary: Begins at \$19.62 per hour with consideration given for experience.

Benefits: Health, Dental, and Vision Insurance. Holiday pay, sick and vacation leave. Disability and PERSI retirement plan.

Deadline to submit interest in position is Sunday, September 13 at 11:59 pm (MDT).

Valley Regional Transit is an equal opportunity employer.