

**Intercity Transit**  
**JOB TITLE: Marketing and Communications**  
**Youth Education Specialist**

<b>BAND</b>	<b>GRADE</b>	<b>SUBGRADE</b>
<b>B</b>	<b>2</b>	<b>2</b>
<b>DEPARTMENT:</b> Development	<b>DIVISION:</b> Marketing and Communications	<b>FLSA STATUS:</b> Non-exempt
<b>SUPERVISION RECEIVED FROM:</b> Marketing and Communications Manager	<b>SUPERVISION EXERCISED OVER:</b> N/A	<b>PAY GRADE:</b> B22

**SUMMARY:**  
Develops and implements a specialized youth based education program to 1) increase the awareness of transportation impacts and options, and 2) to decrease motor vehicle travel to area schools and school-related activities. This position works with students, educators, school administrators, parents, city staff, city council members, non-profit organizations and local program coordinators within Thurston County on youth-oriented projects and activities related to alternative transportation and Intercity Transit services.

**DISTINGUISHING CHARACTERISTICS:**  
Performs specialized activities related to the marketing and communications youth education and outreach program activities. Performs specialized and specific activities requiring knowledge of marketing, communications, environmental, youth education, and program development theories and processes.

<b>DUTY NO.</b>	<b>ESSENTIAL DUTIES:</b> (These duties are a representative sample; position assignments may vary.)	<b>FRE-QUENCY</b>
1.	Implements, evaluates and refines the work plan for the agency's youth outreach and education program. Administers program expenditures, monitor's performance and evaluates projects. Reports program status to key stakeholders in partnering agencies and the Transit Authority. Primary elements of the program include year-round Safe Routes to School program and Healthy Kids-Safe Streets Action Plan. Develops partnerships with local policy makers, various agencies and staff to promote use of transit, biking and walking among youth. Provides on-site school and community-based presentations, developing educational materials, coordinating special events.	Weekly 60% (B2)
2.	Identifies potential grant sources as well as writes, administers and manages associated grant funded projects.	Daily 30% (B2)

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<b>DUTY NO.</b>	<b>ESSENTIAL DUTIES:</b> (These duties are a representative sample; position assignments may vary.)	<b>FRE-QUENCY</b>
3.	Develops and implements innovative programs to benefit the community in promoting use of commute alternatives. Recruits, trains, and directs program volunteers. Manages volunteer based programs.	Weekly 15% (B2)
4.	Teaches transit use, safe walking, street crossing, and safe bicycling to students in preschool through college. Develops tools and resource materials to support the youth outreach and education activities.	Monthly 30% (B2)
5.	Develops appropriate processes to increase biking rates at schools. Develops and manages Bike PARTners Build-a-Bike Program. Develops partnerships with bike shops and vendors, partnerships with schools, outreach campaign and training. Recruits, trains, and directs program volunteer instructors and student participants.	Weekly 35% B2
6.	Supports development and maintenance of stakeholder and partner relationships including local policy makers, various agencies and staff.	Weekly 10% B2
7.	Develops evaluation methodologies and analyzes issues and data, conducts research, and develops options and recommendations.	Weekly 10% B2
8.	Drafts content for business correspondence, website, agency memos, newsletter and press materials and other communications as needed.	Monthly 15% (B2)
9.	Coordinates marketing events geared toward target populations. Works closely with personnel at multiple agencies, such as school districts, local colleges and universities, cities, Thurston Regional Planning Council and representatives of community organizations.	Weekly 15% (B2)
10.	Maintains education tools and supplies inventory, organize and order new supplies.	Monthly 10% (A1)
11.	Supports other marketing and communication activities as noted in the division's annual work plan, supported by the Agency's Strategic Marketing Plan, Communications Plan and Transit Development Plan.	Occasionally 5% N/B

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DUTY NO.	ESSENTIAL DUTIES: (These duties are a representative sample; position assignments may vary.)	FRE-QUENCY
12.	Performs other duties of a similar nature or level.	As Required
13.	Must meet regular time and attendance standards.	Always

**Knowledge** (position requirements at entry):

Knowledge of:

- Applicable Federal, State, and Local laws, rules, and regulations;
- Project administration principles and practices;
- Marketing principles and practices;
- Communications principles and practices;
- Promotional material development methods;
- Volunteer Program management;
- Collaboration and team building practices;
- Graphic design principles.

**Skills** (position requirements at entry):

Skill in:

- Initiating and maintaining contacts within the community and industry;
- Preparing and distributing educational and promotional materials;
- Public speaking;
- Ability to work with youth and a wide-range of stakeholders;
- Drafting press releases, news articles, and other marketing and public information copy;
- Using computers and related software applications;
- Planning, developing, implementing, and evaluating programs;
- Conducting research;
- Establishing and abiding by project timelines;
- Creating graphic designs or supporting graphic design process.
- Communication, interpersonal skills as applied to interaction with coworkers, supervisor, and the general public sufficient to exchange or convey information and to receive work direction;

**Training and Experience** (position requirements at entry):

Associates Degree and three years of marketing and communication and transportation experience; or an equivalent combination of education and experience sufficient to successfully perform the essential duties of the job such as those listed above.

**Licensing Requirements** (position requirements at entry):

None

Must submit to criminal background check, the results of which must meet hiring criteria for the role.

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**Physical Requirements:**

Positions in this class typically require: fingering, grasping, talking, hearing, seeing and repetitive motions.

Sedentary Work: Exerting up to 10 pounds of force occasionally and/or a negligible amount of force frequently or constantly to lift, carry, push, pull or otherwise move objects, including the human body.

Sedentary work involves sitting most of the time. Jobs are sedentary if walking and standing are required only occasionally and all other sedentary criteria are met.

**NOTE:**

The above job description is intended to represent only the key areas of responsibilities; specific position assignments will vary depending on the business needs of the department.

**Classification History:**

Prepared by: C.DiRito - October 2007

formerly the  $\frac{3}{4}$  grant funded 2007 Smart Moves Position

Perm/fulltime (3/4) budget request for 2008 – Youth Education Spec.

Revised: 6/1/09 + background ✓'s; CDiRito

Revised: 9/16/2011 Comp Class Review: HR