

**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> <b>B22</b> Full-time
<b>SUMMARY:</b> Coordinate and administer Intercity Transit's Walk N Roll youth education program. Works with k-12 students, educators, school administrators, parents, non-profit organizations and local program coordinators within Thurston County to encourage youth and families to bike, walk, and use transit		
<b>DISTINGUISHING CHARACTERISTICS:</b> Performs specialized support to the Marketing and Communications youth related education and outreach program activities. Collaborates with Youth Education Assistant and other marketing staff on youth-related activities. Work is performed within general parameters.		

<b>DUTY NO.</b>	<b>ESSENTIAL DUTIES:</b> (These duties are a representative sample; position assignments may vary.)	<b>FRE-QUENCY</b>
1.	Develop, coordinate, and lead in implementing educational programming teaching students how to use transit, walk, and bike.	Daily 60% (B2)
2.	Assist with coordinating and implementing bike education curriculum at partnering schools. Assist with training P.E. teachers and with teaching the curriculum in P.E. classes	Monthly 10% (B2)
3.	Support development of community partnerships. Collaborate with multiple agencies, including schools, school districts, local government agencies and community organizations. Support maintenance of stakeholder and partner relationships.	Weekly 25% (B2)
4.	Draft content for correspondence to business and community organizations, as well as other communications as needed.	Weekly 5% (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>
5.	Assist Marketing Manager with development of work plan for Walk N' Roll program. Develop and implement evaluation methodologies and analyze progress, conduct research and develop recommendations to partnering agencies regarding youth transportation issues.	Monthly 10% (B2)
6.	Develop tools and resource materials to support and publicize Walk n' Roll youth education activities, including social media and the Walk N' Roll web page. Distribute materials to schools, youth groups, and partner agencies and/or publish electronically.	Weekly 5% (B2)
7.	Administer, monitor and report program and grant expenditures. Report on finances, program evaluation and analysis. In collaboration with and oversight from the Marketing and Communications Manager, will identify grant sources, apply for grants, implement and administer grant funded projects.	Weekly 10% (B2)
8.	Coordinate and implement a comprehensive youth focus for the agency's county-wide Bike Commuter Contest program.	Annual 10% (B2)
9.	Periodically supports other marketing and communication activities.	Occasional (A1)
10.	Performs other duties of a similar nature or level.	As required
11.	Must meet regular time and attendance standards	Always

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

Knowledge of:

- Computers and basic software applications;
- Modern office procedures, methods, and equipment;
- Project administration principles and practices;
- Basic Marketing and Communications principles and practices;
- Basic Promotional material development methods;
- Collaboration and team building practices;
- Educational outreach to elementary, middle, and high school students;
- Knowledge about sustainable transportation, community development, and physical education programs;
- English language, grammar, and punctuation;
- Volunteer recruitment and coordination.

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

Skill in:

- Basic bike riding;
- Public speaking and presenting;
- Ability to work with youth, the public, educators, and a wide-range of stakeholders;
- Initiating and maintaining contacts within the community and industry;
- Preparing and distributing educational and promotional materials;
- Using computers and related software applications;
- Prioritizing work and performing multiple tasks;
- Establishing and abiding by project timelines;
- Assist with monitoring and coordinating volunteers;
- Ability to safely operate program van and trailer;
- Compiling and distributing data, materials and information;
- Communication, interpersonal skills as applied to interaction with K-12 youth, 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 marketing and communications and transportation experience or specialized certificate training in marketing, communications, environmental studies, bicycle mechanics or riding safety, education, or related field and at least one year working with middle school aged youth or an equivalent combination of education and experience sufficient to successfully perform the essential duties of the job as listed above. Must promote/emulate safe self-biking practices.

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

WA state driver's license.

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

**Physical Requirements:**

Positions in this class typically require: climbing, balancing, stooping, kneeling, crouching, reaching, standing, walking, driving, pushing, pulling, lifting, fingering, grasping, feeling, talking, hearing, seeing and repetitive motions.

Semi-Physical Work: Exerting up to 30 pounds of force frequently to lift, carry, push, and pull or otherwise move objects. Requires walking up to 2 (two) miles and biking of 5-20 miles on occasion.

**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:**

New M&C Position; grant funded/time limited part-time position; late 2013 program funds

Description drafted 12/5/13 cd

Final: 12/16/13 3:30 PM cd

Revised: 08/2015 revisions to M&C Youth Ed Programs and Positions; re-org - effective Sept. 2015

Revised: 01/2016 M&C Division moved from Exec to Development Dept. cd

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