

Intercity Transit
Marketing, Communications and Outreach
Bicycle Commuter Contest Assistant
5-6 Months per Year

BAND	GRADE	SUBGRADE
B	2	1
DEPARTMENT: Development	DIVISION: Marketing, Communications & Outreach	FLSA STATUS: Non- Exempt
SUPERVISION RECEIVED FROM: Marketing, Communications & Outreach Manager	SUPERVISION EXERCISED OVER: N/A	PAY GRADE: B21
<p>SUMMARY: Working within the Agency’s Marketing, Communications & Outreach Division, the Bicycle Commuter Contest (BCC) Assistant coordinates the implementation of the Annual Bicycle Commuter Contest and its related events. The Bicycle Commuter Contest is a month-long Thurston County event encouraging bicycle commuting and awareness of transportation alternatives. The BCC Assistant administers and assists the Division in marketing, communications, outreach support and volunteer supervision for this annual event. This is a regular recurring position and is filled from approximately January to July of each year.</p>		
<p>DISTINGUISHING CHARACTERISTICS: Performs specialized activities related to marketing and communications and outreach program activities for the Annual Bicycle Commuter Contest event. Prepares and implements promotions to raise awareness and use of bicycle commuting.</p>		
DUTY NO.	ESSENTIAL DUTIES: (These duties are a representative sample; position assignments may vary.)	
1.	Procure and coordinate sponsors; draft letters asking for sponsorships; follow up with site visits, phone calls, correspondence.	Daily/Weekly 25% (B2)
2.	Organize events; organizing volunteers, staff from bike shops, bicycling clubs, and community members. Make arrangements for equipment, locations, tools, and materials for bicycle mechanics; set up information and registration tables	Weekly 25% (B2)
3.	Produce printed materials; work with graphic designers and printers; obtain quotes; work with local media: newspapers, radio stations, etc.	Weekly 5% (B2)

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DUTY NO.	ESSENTIAL DUTIES: (These duties are a representative sample; position assignments may vary.)	FRE-QUENCY
4.	Maintain blog; research internet for material, post articles, contest news, and other cycling information, respond to posts; monitor posts for content.	Weekly 5% (A1)
5.	Obtain purchase orders; track expenses; in conjunction with Accounting and Customer Service staff establish procedures for receiving payment for registrations and merchandize and for distributing mileage logs and other materials to participants; compose general correspondence; interface with graphic designers, printers, vendors, school districts, worksites and sponsors. Communicate with volunteers and internal staff.	Daily (10%) (B2)
6.	Data entry and analysis; enter data from returned registration forms and mileage logs. Reconcile mileage forms entries and registration form entries. Record days and miles cycled. Analyze efforts, determine prize categories and awards.	Monthly 10% (A1)
7.	Outreach efforts; organize, support and implement community based activities, including special events, cross-promotions, and sponsorships. Includes set up, tabling at community events; arranging proclamations with five to six area jurisdictions; speak to related councils and commissions at public meetings; providing schools, worksites, and other groups information and trainings upon request; respond to group and individual inquiries; supporting worksite team captains.	Daily 15% (B2)
8.	At contest closing, determine which entrants qualify for awards based on previous analysis, notify winners.	Quarterly 5% (A1)
9.	Performs other duties of a similar nature or level.	Not Ranked
10.	Must meet regular time and attendance standards.	Always

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Knowledge (position requirements at entry):

Knowledge of:

- Applicable Federal, State, and Local laws, rules, and regulations;
- Bicycle commuting and related equipment;
- Marketing practices;
- Collaboration and team building practices;
- Effective communications practices;
- Promotional material development methods

Skills (position requirements at entry):

Skill in:

- Initiating and maintaining contacts within the interested communities and industry;
- Preparing and distributing promotional materials;
- Drafting press releases and event materials;
- Public Speaking;
- Establishing and abiding by project timelines;
- Using computers and related software applications;
- Communication, interpersonal skills as applied to interaction with coworkers, supervisor, the general public, etc. sufficient to exchange or convey information and to receive work direction.

Training and Experience (position requirements at entry):

Associates Degree and one year 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. Personal experiences with bicycle commuting and knowledge of skills and equipment needed to commute by bicycle.

Licensing Requirements (position requirements at entry): None Required

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: 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. This job may require use of a bicycle at scheduled events.

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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:

Budgeted as on-going Temporary Position 1/09 – DBM Job Description developed 12/08 by CDiRito

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

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

Revised: 9/2013 Agency Reorg – Marketing & Communications moved to Executive Services Dept.: CD

Revised: 12/2015 Change to Supervisor and Summary sections; + no *yearly* recruitment. Cd

Revised: 01/2016 Marketing Division moved from Executive to Development. cd