

Intercity Transit
JOB TITLE: Marketing, Communications & Outreach
Youth Education Specialist

BAND	GRADE	SUBGRADE
B	2	2
DEPARTMENT: Development	DIVISION: Marketing, Communications & Outreach	FLSA STATUS: Non-exempt
SUPERVISION RECEIVED FROM: Marketing, Communications & Outreach Manager	SUPERVISION EXERCISED OVER: N/A	PAY GRADE: B22 Full-time
SUMMARY: Coordinate and administer Intercity Transit's 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.		
DISTINGUISHING CHARACTERISTICS: Performs specialized support to the Marketing, Communications & Outreach (MCO) youth-related education and outreach program activities. Collaborates with Youth Education Assistant and other MCO staff on youth-related activities. Work is performed within general parameters.		

DUTY NO.	ESSENTIAL DUTIES: (These duties are a representative sample; position assignments may vary.)	FREQUENCY
1.	Develop, coordinate, and lead implementation of educational programming that teaches students how to walk, bike, and use transit.	Daily 60% (B2)
2.	Assist with coordinating and implementing bike education curriculum at partnering schools. Assist with training P.E. teachers and 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.	Source and recruit youth education program volunteers and temporary/contract workers when needed. Coordinate, train, and lead program work of volunteers and temps.	Weekly 25% (B2)

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DUTY NO.	ESSENTIAL DUTIES: (These duties are a representative sample; position assignments may vary.)	FRE-QUENCY
5.	Draft correspondence and communications to businesses and community organizations.	Weekly 5% (B2)
6.	Assist MCO Manager with development of work plan for youth education program. Develop and implement evaluation methodologies and analyze progress, conduct research and develop recommendations for partnering agencies regarding youth transportation issues.	Monthly 10% (B2)
7.	Develop tools and resource materials to support and publicize youth education activities, including social media and program web pages. Distribute materials to schools, youth groups, and partner agencies physically or electronically.	Weekly 5% (B2)
8.	Administer, monitor, and report program and grant expenditures. Report on finances, program evaluation, and analysis. Work with MCO Manager to identify grant sources, apply for grants, and implement and administer grant funded projects.	Weekly 10% (B2)
9.	Coordinate and implement comprehensive youth-focus for various agency outreach programs and events.	Annual 10% (B2)
10.	Support other marketing, communication and outreach activities.	Occasional (A1)
11.	Perform other duties of a similar nature or level.	As required
12.	Must meet regular time and attendance standards.	Always

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Knowledge (position requirements at entry):

- 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.
- Safe biking practices.

Skills (position requirements at entry):

- 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 meeting project timelines;
- Monitoring and coordinating volunteers;
- Ability to safely operate program van and trailer;
- Compiling and distributing data, materials and information;
- Communication and 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.
- Three years marketing, communications, and transportation experience, or specialized certificate training in marketing, communications, environmental studies, bicycle mechanics or riding safety, education, or related field.
- 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.

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.

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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.

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

Revised: 10/2017 edit formatting/wording, add volunteer coordinating. Smh