



JOB DESCRIPTION

TITLE: ASSOCIATE I – TDM OUTREACH SPECIALIST

REPORTS TO: SENIOR ASSOCIATE – TRANSPORTATION DEMAND MANAGEMENT (TDM)

POSITION DESCRIPTION

This position is located in Tysons, Virginia. The primary function of the Transportation Demand Management (TDM) Outreach Specialist is to support the TDM team and numerous TDM projects at Wells + Associates. The Outreach Specialist will serve as an advocate for alternative transportation options (i.e. transit, bike, walk, carpool, carshare, etc.) and drive strong commuter engagement, optimal marketing campaign performance, and increased adoption of alternative modes of transportation.

The Outreach Specialist will interact directly with commuter customers, provide them with information, and address inquiries regarding products and services to assist them with their commutes to and from the project locations we serve. In addition, the Outreach Specialist will support the day-to-day operations of the TDM team at Wells + Associates, including preparing for events and various marketing campaigns, responding to commuter inquiries and needs, supporting marketing initiatives, and ultimately supporting and promoting TDM solutions and travel behavior change.

The Outreach specialist generally assists with the following duties and reports to the TDM Senior Associate I.

DUTIES AND RESPONSIBILITIES

General

- Assist project managers and senior staff with client relations/customer service tasks.
- Support division level decision making.
- Provide office support to senior staff and assist with administrative tasks as needed.

Business Development

- Assist with business development functions including networking events, proposal development, and client relations.
- Support relationships with key clients and employer partners.
- Monitor industry statistics/applications and follow trends in trade literature.



Skill Specific

- Attract prospective drive alone customers to changing their travel behavior by answering commute product and service questions and suggesting information about other transportation choice products and services.
- Professionally serve customers electronically and on the phone by providing commute product and service information and resolving product and service problems both promptly and thoroughly.
- Support and remain in contact with outreach targets to proactively assist them with travel behavior change.
- Maintain commuter customer records through project contact management databases (ex: Salesforce and other CRM software applications) and social media tools.
- Produce campaign analytics reports as required using customer information captured through customer surveys, CRM Software applications as well as email and website tracking tools.
- Recommend potential commute choice products or services to TDM Team by collecting customer information and analyzing customer needs.
- Contribute to team effort by accomplishing related travel behavior change and trip reduction results as needed.
- Remain current on regional transportation policies and changes to convey to partners.
- Keep stock of outreach materials including marketing collateral, giveaways and transportation information.
- Handle issues in the best interest of both customer and company, by maintaining a balance between company policy and customer benefit in decision making.
- Continuously evaluate and identify opportunities to drive process improvements that positively impact the customer's experience.
- Plan, promote, and execute event-based commuter outreach strategies

Basic Skills – At Least Three

- **Customer/Client Focus** (Including a highly developed sense of integrity and commitment to customer satisfaction)
- **Results Driven** (including desire to change client travel behavior and understanding opportunities to do so)
- **Communication Proficiency** (including listening & phone skills)
- **Presentation Skills** (including an ability to communicate clearly and professionally, both verbally and in writing)
- **Problem Solving** (including providing customers with best commute solution to meet their needs and resolving any conflicts that they may perceive)
- **Quality Focus** (including a Strong detail orientation and communication/listening skills as well as a demonstrated passion for excellence with respect to treating and caring for customers)
- **Technical Proficiency** (including email database maintenance and communication)



- **Product and Market Knowledge** (including awareness of all commute choices to provide best recommendations)
- **Documentation Skills** (including documenting all interactions with commuters to track long term changes in travel behavior)
- **Information Analysis** (including Strong decision making and analytical abilities)
- **Multi-tasking** (including time management and organizational skills)

QUALIFICATIONS

The Outreach Specialist is required to have two years of progressive marketing and communications, event planning, direct marketing, or customer service experience. Must work well under pressure, be able to juggle many projects simultaneously, and have excellent interpersonal and communication skills. Must also have an excellent sense of priorities. Must be bilingual with data base management experience.

The Outreach Specialist is required to have a valid US driver's license and reliable access to a personal vehicle.

ABOUT WELLS + ASSOCIATES

Wells + Associates is a nationally recognized transportation and traffic engineering firm. Our offices are located in Tysons and Manassas, Virginia and Silver Spring, Maryland, but we conduct a nationwide practice. In the past 25 years, we have worked in 34 states, the District of Columbia, and four foreign countries.

We provide high-quality, dependable, and personalized transportation planning and traffic engineering services to our clients. We are creative problem-solvers who know how to identify problems, pinpoint alternative solutions, evaluate those solutions, and deliver the best solution for all stakeholders.

We believe that representing the best interests of our profession and our clients is our highest calling. We develop a thorough understanding of our clients' needs, goals, and objectives, and provide the transportation planning and traffic engineering services required to solve problems and achieve these goals. We bring this experience to bear on every project, large or small.

Wells + Associates staff have extensive experience in the fields of transportation demand management, parking management, transportation planning & traffic engineering. Our qualifications include:

- Well-established relationships with local agency staff, state highway officials, planning boards, locally-elected officials, and the development community.
- Proven methodology in developing marketing activity and transportation behavior change programs.



- Thoroughly familiar with local agency review processes and transportation study guidelines.
- Thoroughly familiar with the latest and best techniques for solving traffic, parking, transit, pedestrian, and bicycle problems in fulfillment of our clients' requirements.
- Continually up-to-date on what's going on in our community and elsewhere around the country. We know what has worked (and not worked) in other communities.
- Full staff of project managers, TDM specialists, engineers, and field personnel equipped with the latest computer hardware, software, local standards, and other reference materials.

For more information about Wells + Associates please visit our website at www.WellsandAssociates.com.

COMPENSATION

Wells + Associates offers a competitive compensation package including:

- Medical, dental, and vision insurance
- 401K Employer Match
- Employee Stock Ownership Plan

Salary is based on associate level position, skill set, and number of years of experience.

CONTACT

If interested, in applying, please send a cover letter and resume to Lydia Shackelford at lfshackelford@wellsandassociates.com.