

Smart Trips Austin

Lead Outreach Ambassador Position Description

Background

Are you passionate about helping people connect to their community and increase their mobility by walking, bicycling, riding the bus, and carpooling? Are you an invested and involved community member of the **Central East Austin neighborhoods** of Austin Heights, Blackshear, Blackland, Chestnut, Cherrywood, Foster Heights, McKinley Heights or O.C.E.A.N.? If yes, this is the job for you!

The City of Austin and Capital Metro have partnered to bring the *Smart Trips Austin* program to Central East Austin. The program will help residents try new transportation options through events like walking tours, bike rides, and transit adventures; personalized messaging and communications; and tools and resources.

Smart Trips Austin is currently hiring **one full-time, temporary Lead Outreach Ambassador** to conduct community outreach and administrative tasks for the program. The Lead Outreach Ambassador will be jointly hired and managed by members of the project team from Bike Austin and Alta Planning + Design but will represent the City of Austin and Capital Metro in all public-facing project tasks.

Duties and Responsibilities

As the public face of the program, the Lead Outreach Ambassador will be responsible for working with the project team to lay the foundation for a successful program. Before the *Smart Trips Austin* program launches in East Austin in July 2018, the Lead Outreach Ambassador will build relationships with Eastside organizations to plan events and develop outreach strategies. When the program launches, the Lead Outreach Ambassador, along with a second ambassador who will begin work in July, will be responsible for inviting Eastside residents to sign up to receive a Toolkit of transportation resources like maps, bus schedules, and safety tools. Together, the ambassadors will assemble the toolkits and deliver them to participants' doorsteps by foot, bike, or bus. The ambassadors will plan and lead program events; answer questions about transportation; write communications and post on social media; and identify additional partnership opportunities.

The ambassador will have office space at Bike Austin. The ambassador will work approximately 40 hours per week (including some weekends and evenings) both indoors and outdoors (in any weather) from May to November. Approximately 40% of time will be spent on office tasks and 60% on outreach and events.

The *Smart Trips Austin* Lead Outreach Ambassador will have these duties:

- Meet with and build relationships with Eastside organizations and groups to plan events and develop outreach strategies.
- Plan community events, such as tabling events, group bike rides, themed walks, etc.
- Lead and/or staff events, workshops, and presentations in formal and informal settings.
- Work with and schedule tabling opportunities with community groups, business associations, and other organizations. Assemble packets of transportation resources at the Bike Austin office, including organizing orders, entering data, and other administrative and promotional tasks.

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- Deliver packets to households in Eastside neighborhoods from the Bike Austin office by foot, bike, and/or bus.
- Attend neighborhood events like farmers' markets and street festivals to promote the *Smart Trips Austin* program, invite residents to participate, answer questions about transportation options, and distribute transportation information.
- Work at locations including the Bike Austin office, public parks, community organizations, and other public events in the neighborhoods.
- While on duty, wear a *Smart Trips Austin* t-shirt (provided by the program) and a bicycling helmet when bicycling to and from events and while delivering packets.
- Represent the City of Austin and Capital Metro and the *Smart Trips Austin* program in a positive, responsible, and professional way.

Required Qualifications

Candidates must possess the following qualifications:

- Comfortable and confident in speaking with the public and can communicate effectively with all types of people
- Experience with public outreach initiatives
- Works well in a team, and fosters team spirit
- Works well in an unstructured and informal environment, with limited supervision
- Good at solving problems, thinking creatively, and self-motivation
- Prompt, punctual, reliable
- Goal-oriented
- Enthusiastic about transportation options and helping community members
- Familiar with, and personal experience using, transportation options that serve the Eastside, including walking, bicycling, transit, bikeshare, and carshare.
- Proficient with Microsoft Office applications and basic data entry and email
- Able to lift up to 35 pounds, and able to work outdoors all day and in any weather

Preferred Qualifications

- Resident of or strong familiarity with and involvement in Central East Austin neighborhoods strongly preferred
- Experienced in bicycling in urban traffic, owns a bicycle in good working condition and a bicycling helmet which must be worn while on the job, strongly preferred
- League Certified Bicycling Instructor (or knowledge of bicycle laws), desirable but not required
- Bicycle mechanic skills, desirable but not required
- Ownership or access to a smart phone

Basic Details

- Position duration: Approximately May 29, 2018 – November 16, 2018
- Compensation: \$20.00 - \$22.00 DOE
- Will work as a contractor to Bike Austin
- Hours vary based on project timeline: Full time (40 hours/week including weekends) for

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May through November

Applications

Please send both a resume and cover letter by **Monday, April 23**, to katie@bikeaustin.org. Please include the words "Smart Trips Austin Ambassador" in the subject line. Electronic submissions only; no mailed or faxed submissions will be considered. No phone calls, please.