

POSITION ANNOUNCEMENT: Program & Marketing Manager

Location: Boston, MA

Organization Overview:

Founded in 1996, the [Seaport Transportation Management Association](#) (Seaport TMA) is an independent, nonprofit 501(c) 4 association of employers, property managers, and landowners in the South Boston Waterfront (SBW) of Massachusetts. Our mission is to improve economic vitality in the South Boston Waterfront by supporting sustainable commute options through advocacy and commuter services. We foster ongoing collaborations with a variety of city and state agencies along with other key stakeholder groups.

In recent years, the pace of development in the South Boston Waterfront has increased rapidly, and simultaneously the Seaport TMA has grown due to a continued increase in membership. This membership growth is coupled with more reliance by area public agencies seeking the assistance and resources of the Seaport TMA.

Job Description:

Reporting to the Executive Director, the Program & Marketing Manager administers Seaport TMA's commuter programs, manages the development of all external communications, creates marketing materials, and plans and organizes commuter outreach events. The Program and Marketing Manager plays a critical role in the success of the organization by providing exceptional service to Seaport TMA's 50-plus member companies and the many thousands of commuters that have access to Seaport TMA's programs.

Job Responsibilities:

Commuter Programs and Event Management

- Oversee administration of all Seaport TMA commuter programs
- Develop programs and initiatives aimed at reducing Single Occupancy Vehicle mode share and inciting behavior change
- Plan active transportation events, including our Bicycle Commuter Group and biweekly bike tune-ups
- Respond to a wide range of inquires from commuters regarding Seaport TMA programs, commuting options and membership benefits
- Develop strategic partnerships and relationships with local organizations for transportation related events in the Seaport District

- Participate in member company health fairs, earth day events, and other informational events to reach commuters
- Monitor programs' annual budget and expenditures

Marketing/Communications/Social Media

- Oversee Facebook, Twitter, and Instagram activity for the Seaport TMA and ensure an active social media presence
- Create fliers and other marketing tools to promote Seaport TMA and sustainable commuting
- Assist with development of a monthly email update with commuter information and other relevant Seaport news
- Research, draft and communicate the following information and advisories to members on a timely basis:
 - MBTA service changes/schedule changes
 - Traffic and roadway detours and changes
 - Area construction advisories/updates
- Collect event information from area venues with large events for a monthly Calendar of Events and distribute to members and area stakeholders
- Manage all website content for www.seaporttma.org
- Respond promptly to inquiries through general email inbox and phone
- Give presentations to member companies about area development and amenities

Other Responsibilities

- Participate in MassCommute – the statewide TMA council
- Represent the Seaport TMA at relevant neighborhood meetings and events as needed
- Assist the Executive Director with surveying and data collection pertaining to various transportation and parking services in the South Boston Waterfront
- Other administrative tasks as needed

Required Education, Experience, and Skills:

- Bachelor's degree required; degree in a related field preferred (urban planning, public policy, urban studies, marketing/communications)
- Some knowledge or an interest in cities, transportation & urban planning
- Minimum three years of related professional experience
- Proficiency in Microsoft Office 2010 software applications, including Excel, Word, PowerPoint and Outlook
- Proficiency with the Adobe Design Suite.
- Some knowledge of Wordpress
- Strong verbal and written communication skills

- Ability to work both independently and as part of a team
- An interest and willingness to learn new skills
- The ability to problem-solve
- Strong proactive organizational skills, including the ability to make decisions about how to prioritize and organize one's work
- Ability to work on several different unrelated tasks at the same time with occasional tight deadlines
- Patience and flexibility to meet demands of a constantly changing environment
- Comfortable and confident in meeting and presenting information to new people

Compensation & Benefits:

This is a full-time, salaried position; compensation is dependent on candidate's professional experience, education and skills. Benefit allowance may include health/dental insurance, transit pass reimbursement and 401(k) contribution.

How to Apply:

Candidates should send a resume, cover letter and salary requirements to info@seaporttma.org with "Program Manager" in the email subject line. No phone calls, please.