

MOBILITY MANAGER JOB DESCRIPTION

SCOPE OF WORK: The mobility manager in a transportation organization serves the general public through conceptualization, planning, developing and operating programs that respond to and influence the demands of the market. These actions and supportive strategies are performed directly or in collaboration with others in order to provide a full range of travel options that are more effective in meeting needs and more efficient through reasonable pricing.

This position is responsible to improve business and community support for the transportation organization. It will require the development and distribution of information that explains how to utilize the available resources in meeting the diverse travel needs of the market it serves.

Some skills, abilities and competencies that enhance the performance of this position are:

Change agent	Problem solver
Innovative thinker	Leadership
Collaborative partnerships	Negotiator
Conflict resolution	Mediator
Persuader	Empathy
Communicator	Customer focus
Initiator	Team builder
Visionary	Management skills

ESSENTIAL JOB FUNCTIONS: Below is a list of actions that are required in the fulfillment of the duties:

- Develops and directs the design, production and distribution of specific marketing materials directed at employers, employees, human service agencies and other entities;
- Serves as the liaison/ salesperson to community leaders in an effort to demonstrate how transportation enhances economic development;
- Provides direct outreach to area employers and employment agencies to gain support for employer and employee transit programs;
- Researches, develops and writes grant applications for future funding;
- Plans annual conference on issues relating to transportation;
- Develops potential for future expansion of transit options across municipal boundaries;
- Plans and coordinates special promotional events and activities related to general public transportation;
- Makes public presentations on the benefits of mobility management for the community;
- Builds supportive community networks;
- Leads in the design of operational functions that are nontraditional in service delivery;
- Is familiar with technological advances that increase travel options and/or convenience;
- Is knowledgeable about techniques that foster transit ridership through links with land development.