

ROANOKE VALLEY ALLEGHANY REGIONAL COMMISSION

POSITION DESCRIPTION

Director of RIDE Solutions

General Definition

Under the direct supervision of the Executive Director, performs responsible professional work in the area of mobility planning and programming, with an emphasis on mode shift (single-occupant-vehicle to high-occupant-vehicle), workforce transportation, active transportation, and sustainable transportation. Mobility programming will take place under the RIDE Solutions program brand.

Typical Work Tasks

Operate the RIDE Solutions Commuter Assistance Program, including development of an annual work program and marketing plan, monthly performance reporting, social media strategy, and brand management;

Also under the RIDE Solutions brand, identify and seek funding for mobility, safety, and human services programs that complement RIDE Solutions services and comport with the Commuter Assistance Program Strategic Plan;

Coordination with and reporting to grantors, including but not limited to the Virginia Department of Rail and Public Transportation (VDRPT), including but not limited to the development, submission, and monitoring of grant funding;

Public relations and advertising work to support the RIDE Solutions program, including media relations, news release development, media appearances, contractor and agency management, website maintenance, and similar work;

Lead the RIDE Solutions Workplace program, including outreach to area employers, presentations, and workplace-specific commuter program development;

Develop and manage promotional events in support of RIDE Solutions program activities;

Supervise the Public Engagement Manager position and other staff as appropriate;

Assist in regional planning efforts as necessary, such as the Long Range Transportation Plan, Rural Long Range Transportation Plan, Transit Vision Plan, Bicycle and Pedestrian plans, and others; lead the Commuter Assistance Program Strategic Plan;

Coordinate among RIDE Solutions partner planning agencies – New River Valley Regional Commission, Central Virginia Planning District Commission, and West Piedmont Planning District Commission – to manage brand and programming;

Serve as regional expert on issues of mobility, workforce transportation, and sustainable transportation to assist local governments and other regional stakeholders;

As a Director level position with the Roanoke Valley-Alleghany Regional Commission, expected to represent the Commission well and seek opportunities to grow the Commission's capacity and relevancy within the area of mobility programs, planning, and services;

Knowledge, Skills and Abilities

Knowledge of theories, principles, practices and techniques of public relations, marketing and management principles. Very strong persuasive oral communication and writing skills. Ability to work with various diverse populations. Ability to communicate ideas and promote discussion. Ability to boil complex ideas down to easily understood concepts.

Computer skills in word processing, database management, desktop publishing and GIS. Data analysis skills pertaining to the ability to review, measure the effectiveness of, and report on marketing campaigns.

Ability to follow complex oral and written instructions; to take direction, to work alone and follow through on assigned tasks. Ability to establish and maintain effective and cordial working relationships with professional colleagues, government officials, representatives from other agencies and the general public.

Education and Experience

Graduation from an accredited college or university with a Master's Degree in business management, marketing, public administration, planning or a closely related field and a minimum of three years of professional experience; OR Graduation from an accredited college or university with a Bachelor's Degree in any of the aforementioned fields with a minimum of four years of professional experience.

Continuing Education

This position is an upper level professional development track. Dedication and willingness to continue education through attendance of conferences, participation in professional associations; and/or completion of courses, certificates, seminars, or distance learning modules is encouraged for advancement to subsequent positions of responsibility.

Physical Requirements

This is light work requiring the exertion of up to 50 pounds of force occasionally, up to 10 pounds of force frequently, and a negligible amount of force regularly to move objects; work requires walking, riding, crouching, reaching, pushing, pulling, lifting, fingering, grasping, and repetitive motions; vocal communication is required for expressing or exchanging ideas by means of the spoken word; hearing is required to perceive information at normal spoken word levels; visual acuity is required for depth perception, peripheral vision, preparing and analyzing written or computer data, operation of machines, determining the accuracy and thoroughness of work, and observing general surroundings and activities; the worker is not subject to adverse environmental conditions.

06/15/21