



Education & Engagement Manager

Job Description

Transportation Choices Coalition seeks an Education and Engagement Manager to support public education and engagement around our mission. The Education and Engagement Manager is a key team member who works across the organization to develop and implement engagement strategies.

Working closely with the Advocacy and Policy staff and reporting to the Advocacy Director, this role implements organizational efforts to connect our work to our audience. The Education and Engagement Manager runs our annual Ride Transit Month programming, plans Transit Talks and other educational events, and develops strategic engagement campaigns to help inform our policy efforts.

The Education and Engagement Manager plays an important logistics role in supporting the Communications and Development teams. This role participates in messaging efforts by drafting action alerts and occasional blog posts, and manages audience and donor engagement efforts including event registration forms and guest communications.

We are looking for a highly organized individual who is passionate about connecting with people and advancing transit access and mobility justice.

Occasional flexible and weekend hours are required.

Reports to: Advocacy Director

Hiring Range: \$61,387 - 72,220 a year with competitive benefits.

Salary Range: \$61,387 - 83,053 a year

Position Type: Salaried non-exempt, full-time, 40 hours a week. Staff work in TCC's Seattle office on Tuesdays and Wednesdays.

About Transportation Choices Coalition

Transportation Choices Coalition (TCC) is Washington State's leading nonprofit organization bringing people together to advocate for safe, sustainable, and equitable transportation across Washington. Based in Seattle, our vision is to create thriving, transit-oriented communities where people of every race, class, ability, and zip code can get where they need to go.

Our programs are focused on educating and building support for more transit, and developing cutting-edge policies to make it easier and more affordable for people to get around by rail, bus, mobility device, bike, and foot. In the last decade, we have also won over \$50 billion in transit, bike, and pedestrian investments.



TCC strives to be a great place to do great work. We prioritize a collaborative, team-oriented culture where everyone has a high level of ownership and performance in their roles, where we collectively embrace and practice anti-racism work, and where we care for ourselves, each other, and our community. We are a flexible workplace and place a high priority on the health and well-being of our staff.

For more information about TCC, visit transportationchoices.org

Key Responsibilities

Public Education, Engagement & Outreach – 60%

- Provide strategic input to Policy and Advocacy staff in the design of TCC's education and engagement plan.
- Design and implement Ride Transit Month (June), our month-long education campaign, including program design, participant recruitment, and relationship-building with partners.
- Develop and execute general education events with an eye for audience engagement and statewide appeal, including, but not limited to, TCC's 'Transit Talk' education forums and advocacy trainings.
- Execute events by creating event and activity registration forms, managing audience communications, and securing vendor contracts.
- Organize and implement engagement strategies (focus groups, surveys, meet-ups, etc.) to build TCC's statewide connections and inform policy research and positions.
- Track and follow up with event attendees, volunteers, and stakeholders to foster ongoing engagement.
- Identify new opportunities to grow TCC's support base.

Communications and Marketing – 25%

- Draft Action Alerts, blog posts, and other educational materials, in coordination with the Communications Manager.
- Promote educational materials, storytelling, and events on social media, email, with our partners, and in the media.
- Post event recordings and follow-ups on our website, social media, and email.

Development and Administrative Support – 10%

- Collaborate with the Development Manager to strategize event logistics for TCC's annual fundraising gala, as well as audience development plans for educational events.
- Support with CRM database maintenance as it relates to education and event campaign follow-ups.

Administrative Support – 5%

- Respond to incoming volunteer inquiries.
- Attend TCC internal meetings.

- Other duties as assigned.

The Successful Candidate Will

- **Take ownership of your work.** You care deeply about getting results in your realm, and you do what it takes to get them, including paying attention to even small details, anticipating problems, offering creative solutions, driving work forward, and course-correcting when needed.
- **Be relationship-oriented and embrace collaboration.** You recognize the deep importance that relationships play in our work, and you build rapport and trust with others.
- **Center racial equity.** You are committed to understanding historical and current inequities and commit to shift power, resources, and decision-making to communities of color and those most impacted by issues related to transportation.
- **Demonstrate a commitment to our mission.** You are excited to be part of an organization committed to advocating for safe, sustainable, and equitable transportation across Washington.
- **Be thoughtful and follow through on commitments.** Communicate clearly, honestly, and openly. If you cannot keep a commitment, explain why and renegotiate well in advance. Ask for what you need and be willing to give and receive feedback at all levels.
- **Approach work with a spirit of “yes.”** You firmly believe that we can all do things we’ve never done before, and can challenge ourselves to achieve incredible results. Look for ways to make ideas work before assuming they won’t. Take calculated risks and view failures as learning opportunities. Be flexible and adapt as things change (which they inevitably will!).

Compensation and Benefits

Competitive benefits package including fully paid medical, dental, and vision insurance (full coverage for staff and partial coverage for dependents), 3% retirement matching with complete and immediate vesting, vacation/sick policy starting at four weeks, 11 set and 3 floating holidays, \$1,500 annually in professional development funding (prorated to start date), partial cell phone reimbursement, and a yearly transit pass.

TCC prioritizes diversity and inclusion. Women, non-cis gendered people, people of color, and individuals from under-represented communities are strongly encouraged to apply. TCC welcomes applicants to share anything about their life experience that has prepared them for the position they are applying for.

Employment at TCC is based upon individual qualifications without regard to race, color, gender, sexual orientation, religion, creed, age, national origin, physical, or mental disability, marital, or veteran status, political ideology, gender identity, genetic information, or any other legally protected status. This policy applies to all areas of employment including recruitment, hiring, training, promotion, compensation, benefits, transfer, and social/recreational programs.



Essential Physical Skills

This position requires frequent sitting, standing, and occasional walking; occasionally lifting 15 pounds or more; manual dexterity to operate phones, computers, and other office equipment; and a strong command of the English language with the ability to be understood.

Environmental Conditions

Generally, in a hybrid office environment with occasional visits to external environments. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of the position.

Disclaimer

This job description is not to be construed as an exhaustive list of all responsibilities, duties, and skills required of this position. All TCC employees may be required to perform duties outside of their normal responsibilities from time to time, as needed, to meet the ongoing needs of the organization.

To Apply

Submit a cover letter and resume in a single PDF document by email to Matthew Sutherland, Advocacy Director, at jobs@transportationchoices.org; indicate "Education & Engagement Manager" in the subject line. No phone calls, please.

Applications are due February 10, 2025 at 11:59 PM