

LIVINGSTON COUNTY JOB DESCRIPTION

MOBILITY MANAGER

Supervised By: Operations Manager - L.E.T.S.

Supervises: No supervisory responsibility

FLSA Status: Non-Exempt

Position Summary:

Under the supervision of the Operations Manager – L.E.T.S. serves the general public through conceptualization, planning, and promotion of programs that respond to and inform the needs 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. Responsible for improving business and community support for L.E.T.S. Develops and distributes information that explains how to utilize the available resources in meeting the diverse travel needs of the market that L.E.T.S. serves.

Essential Job Functions:

An employee in this position may be called upon to do any or all of the following essential functions. These examples do not include all of the duties, which the employee may be expected to perform. To perform this job successfully, an individual must be able to perform each essential function satisfactorily.

1. Performs a variety of marketing and public relations tasks designed to increase community awareness of L.E.T.S and determine transportation priorities.
2. Evaluates service delivery areas, provider utilization, and geographical assignments in coordination with local and state transportation plans.
3. Develops and recommends new programs to support coordinated transportation.
4. Develops and directs the design, production and distribution of specific marketing materials directed at employers, employees, human service agencies and other entities.
5. Serves as the liaison and salesperson to community leaders in an effort to demonstrate how transportation enhances economic development.
6. Provides direct outreach to area employers and employment agencies to gain support for employer and employee transit programs.
7. Researches, develops and writes grant applications for future funding.

8. Plans annual conference on issues related to transportation as well as other events.
9. Assesses potential for future expansion of transit options across municipal boundaries.
10. Plans and coordinates special promotional events and activities related to general public transportation.
11. Makes public presentations on the benefits of mobility management for the community.
12. Builds supportive community networks.
13. Researches and concludes on the design of operational functions that are non-traditional in service delivery.
14. Maintains familiarity with technological advances that increase travel options and/or convenience.
15. Maintains a current knowledgeable about techniques that foster transit ridership through links with land development.
16. May serve as a driver or dispatcher in situations of extreme service need.
17. Performs other duties as directed.

Required Knowledge, Skills, Abilities and Minimum Qualifications:

The requirements listed below are representative of the knowledge, skills, abilities and minimum qualifications necessary to perform the essential functions of the position. Reasonable accommodations may be made to enable individuals with disabilities to perform the job.

Requirements include the following:

- Associate's Degree with coursework in transportation or community planning and one year of progressively more responsible experience in public or transportation planning and related marketing.
- The County, at its discretion, may consider an alternative combination of formal education and work experience.
- Michigan Commercial Driver's License - Class C with passenger endorsement.
- Must pass a Michigan Department of Transportation physical and drug screen prior to employment.
- Good working knowledge of the principles and practices of urban transportation planning.

- Skill in assembling and analyzing data and preparing accurate reports.
- Skill in marketing ideas and services and effectively maintaining community relations.
- Skill in effectively communicating ideas and concepts orally and in writing.
- Ability to establish effective working relationships and use good judgment, initiative and resourcefulness when dealing with County employees, community groups, representatives of other governmental units, professional contacts, elected officials, and the public.
- Skill in the use of office equipment and technology, including Microsoft Suite applications, marketing and graphic applications and the ability to learn department-specific software.

Physical Demands and Work Environment:

The physical demands and work environment characteristics described here are representative of those an employee encounters while performing the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to communicate in person and by telephone, read regular and small print, view and produce written and electronic documents, and enter data on a computer keyboard with repetitive keystrokes. The employee must be mobile in an office setting, stand, sit, stoop and kneel, use hands to finger, handle, or feel and reach with hands and arms. The employee must lift or push/pull objects of up to 15 lbs. without assistance. Accommodation will be made, as needed, for office employees required to lift or move objects that exceed this weight.

The typical work environment of this job is a business office setting where the noise level is quiet and sometimes moderate. Travel is required to perform some assigned duties.