**POSITION DESCRIPTION:** Community Engagement Manager

**REPORTS TO:** Executive Director

**TYPE OF POSITION:** Program & Outreach  
20-30 hours/week to start; potential for full-time  
**COMPENSATION:** $15-20/hour, with the potential for $30-40,000/year with paid leave and healthy benefits

**OVERVIEW**

Because everyone should be able to get where they need to go, Transportation Riders United (TRU) has worked since 1999 to improve public transit and other sustainable mobility options throughout greater Detroit. To effectively educate, advocate, and mobilize for great public transit, **TRU needs a dynamic Community Engagement Manager to persuasively spread our message, build relationships with people who agree, and mobilize those supporters to take action in a strategic, organized way.**

TRU is seeking a genuine people-person with excellent communications skills to guide our public education, digital communications, volunteer management, and grassroots advocacy efforts. The Community Engagement Manager will work in close partnership with TRU’s Executive Director to improve our communications impact and mobilize diverse transit supporters to take strategic mission-driven actions. This collaborative position will start as a part-time hourly position and may become a full-time salaried position depending on fundraising and campaign effectiveness.

**PRIMARY RESPONSIBILITIES**

- Assist the Executive Director in **developing communications, engagement and advocacy strategies** that will advance TRU’s priority campaigns and overall mission of building broad support for public transit throughout southeast Michigan
- **Lead digital and social media communications**, including posting, reporting, marketing, and engagement on TRU’s website, Facebook, Twitter, YouTube, and Instagram accounts
- Develop and **manage TRU’s volunteer program**, including recruiting, training, and managing volunteers for TRU’s speakers’ bureau, events, committees, and Board of Directors
- **Manage TRU’s ‘Let’s Talk Transit’ speakers’ bureau**, including reaching out to community groups to schedule and manage transit presentations and feedback
### ADDITIONAL RESPONSIBILITIES

- Coordinate event planning, logistics, and support for both TRU hosted events and transit outreach and community fairs and festivals
- Identify, arrange, and present compelling interviews for TRU’s storytelling projects: ‘Tapping Into Transit’ video webseries and ‘Transit Impact Stories’ blog series
- Data monitoring and reporting, including media, social media, volunteer work, and community engagement results
- Membership recruitment and engagement including seeking donations and thanking, updating, and engaging the individuals and businesses who donate to support TRU’s work
- Recruit, manage, and supervise interns and volunteers to support outreach work
- Represent TRU professionally in coalition, media, and advocacy meetings and events
- Participate in internal (TRU) and external (coalition and agency) planning and strategy meetings
- Other responsibilities may be assigned by the Executive Director as needed.

### REQUIREMENTS

- A people person who genuinely loves reaching out to new people and getting them involved in progressive social change
- Proven ability to recruit, mobilize, and organize volunteers to take effective action
- Great at cold-calling individuals, organizations, and business to invite their involvement and support, remaining pleasantly persistent despite inevitable setbacks
- Excellent communications skills, including on the phone, through social media, in action alert emails, and in advocacy writing, effectively communicating with a wide range of diverse audiences
- Very good computer skills, including Microsoft Office, Google Drive, and WordPress
- Substantial experience working with social media, including YouTube, Facebook, and Twitter.
- An independent worker with excellent time management and project management skills. Able to effectively organize and prioritize workload, juggling multiple projects, reliably meet deadlines, and proactively communicate progress and problems
- College degree or equivalent work experience required
- Must deeply respect the diversity of the Detroit region and value transportation equity

### DESIRED SKILLS AND ABILITIES

- Substantial experience with social change advocacy and/or community engagement
- Personal experience riding public transit in Detroit and elsewhere
- Knowledge of public transit providers, plans, and decision-makers in southeast Michigan
- Video editing experience and abilities
- Skill using Canva or other graphic design programs
**WORKING CONDITIONS**

- TRU is a small collaborative team that encourages teamwork, proactivity, and creative thinking. Work is community-driven and ever-changing.
- This position is based in the Detroit area. While much work can be done virtually, some in-person work is required both in TRU’s midtown Detroit office and at area events and festivals.
- A fixed schedule is not required. Much of the work can be done at anytime, although some workday, evening, and weekend work will be required.

TRU embraces and seeks to represent the diversity of the metro Detroit region: **Detroiters, people of color, and bus riders are strongly encouraged to apply.**

**TO APPLY**, submit a resume and cover letter to Megan Owens at Info@DetroitTransit.org with “Community Engagement Manager” in the subject. Resumes received by December 30, 2021 will receive priority consideration.

References and background check may be requested.