

About Us

Anaheim Transportation Network (ATN) is a public transportation system operating within the Anaheim region and surrounding areas. Every year, over 9 million residents, visitors and employees use ATN services to connect with local destinations, theme parks, sport venues, shopping centers, hotels, restaurants, and ARTIC regional transportation center. ATN strives to provide services that connects convenience with fun.

Outreach Coordinator

Job Title:	Outreach Coordinator
Reports to:	Sales and Product Development Manager; Indirectly reports to Sales and Marketing Coordinator
Department:	Sales and Marketing
FLSA Status:	Non-Exempt
Salary/rate:	\$23.00-\$27.98 (DOE&Q)

About the Role

Under direct supervision, assists with various outreach events and marketing programs to increase Anaheim Transportation Network's (ATN) programs and services public awareness ridership.

Responsibilities

(This list is not intended to be a complete listing of all the job duties required of this position, but to provide information on the general scope of the position.)

- Plans, coordinates, and participates in telephone, mail, and in-person campaigns, community-based activities, site-based events, and other field marketing activities/events; at times, these events may take place on weekends or holidays
- Conducts outreach to businesses and community groups and develops partnership strategies and marketing tactics to support campaigns
- Develops and executes event logistics; plans for various outreach events and functions to increase public awareness of ATN programs and services; develops event staffing plans, ensures all event and site requirements, licenses/permits, and accommodations are met as required
- Assists in various administration and marketing tasks to support ATN services and programs, targeting a range of diverse audiences
- Assists the sales and marketing team in creating, developing, and distributing marketing materials to support increased awareness and ridership
- Maintains inventory of promotional items and related material as applicable to assignment
- Assists in the development of presentations; prepares and delivers presentations to various internal and external audiences and groups of various sizes to increase company awareness
- Gathers customer and public feedback and other data, prepares written reports summarizing the data
- Assists in coordinating workshops, training sessions, and community meetings
- Maintains various departmental databases and records; documents outreach activities in the activity log in a timely manner and maintains the contact database in accordance with policy
- Maintains up-to-date knowledge on all company products, service, and service changes to ensure accurate communication to all key customers and the general public

Candidate Requirements

Knowledge & Skills

- Theories, principles and practices of marketing, promotional techniques, and customer service
- Project management
- Principles of record keeping, data collection, and data management
- ATN family of public transportation services including routes, fares, and policies
- Computer software skills including word processing, spreadsheets, and database applications such as MS Office programs including Outlook, Word, Excel, PowerPoint, etc.
- Various training techniques including, but not limited to: listening, communicating, professionalism, enthusiasm, and adaptability

Ability

- Consistently exhibit behavior and communication skills that demonstrate ATN's commitment to superior customer service, including quality, care and concern with each and every internal and external customer
- Prioritize, organize, and perform multiple responsibilities or projects simultaneously
- Make decisions independently and take ownership for a wide range of responsibilities
- Meet time constraints and tight deadlines, operate in a fast-paced, creative, and rapidly changing environment
- Prepare and give clear and impactful presentations
- Track data, maintain databases, and prepare reports
- Work independently and proactively, either alone or as part of a team, and exercise sound judgment; establish and maintain effective working relationships

Education & Experience

- Any combination of education and experience equivalent to a bachelor's degree in Business Administration, Communications, Marketing, or a related area is required.
- Two (2) years customer service, marketing or sales experience, or related experience preferred.
- Knowledge of Orange County demographics and public transportation is desirable.

Additional Requirements

- A valid California Driver's License (CDL) preferred and reliable form of transportation. You must answer the questions addressing your CDL on your application
- Drive ATN vehicles to various events and functions
- Occasional work outside of regular business hours
- Ability to provide proof of COVID-19 vaccination or valid medical/religious exemption
- Ability to provide proof of eligibility to work in the U.S.

Equal Employment Employer

Anaheim Transportation Network (ATN) is an Equal Opportunity Employer and does not discriminate against any applicant or employee on the basis of race, color, sex, religion, national origin, age, disability, or any other consideration made unlawful by applicable local, state, or federal laws.

This job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required. Duties, responsibilities, and activities may change, or new ones may be assigned at any time with or without notice.