



**Associated Students, San Jose State University**  
**One Washington Square**  
**San Jose, Ca 95192-0128**

**Position Title:** Transportation Demand Management (TDM) Coordinator  
**Position Department:** Transportation Solutions  
**FLSA Status:** Exempt  
**Full/Part-Time:** Full-Time  
**Compensation:** \$65,000-\$75,000 depending on experience  
**Reports to:** Transportation Solutions Department Manager

Click [here](#) to apply!

### **Associated Students Summary**

Associated Students' (A.S.) mission is to support and represent the students of San José State University by continuing the organization's legacy of student advocacy and leadership; to enhance SJSU students' education through high quality programs and services; and to prepare students as they move towards a thoughtful and purposeful life after graduation.

A.S. is a non-profit auxiliary corporation serving the students of San Jose State University whose primary source of funding is from mandatory student body fees. A.S. Departments include the Cesar Chavez Community Action Center, Child Development Center, General Services Center, Human Resources, Information Technology, Events, Marketing, Print & Technology Center, Student Government, and Transportation Solutions.

### **Position Summary**

The TDM Coordinator is responsible for developing, implementing, and promoting TS Transportation Demand Management (TDM) programs to reduce the University population's reliance on single occupancy vehicles and to meet the model shift targets.

### **Essential Functions**

- Responsible for supporting the daily operations of TS including customer service, commute consulting, and the administration of programs, services, and events.
- Serves as AS/TS representative on various committees related to planning and promotion of alternative transportation infrastructure, services, and incentives.
- Creates and delivers presentations that provide an overview of TS services and incentives to University officials and outside agencies.
- Supports the development and implementation of marketing and communication strategies that promote TS services and encourages sustainable commute behavior.
- Collaborates with AS Marketing team and measures the effectiveness of the marketing and outreach programs.
- Assists with marketing and promotional campaigns and initiatives, which may include writing/editing newsletters, flyers, screen monitors, editing web, app content, surveys, writing promotional and customer service emails, assisting with creation and distribution of TDM communications material, signage, and working with vendors.
- Support Data/GIS Technician in the development and maintenance of Database Management Systems: SmartPass Clipper card (through SAMI Gateway), SmartPass database for Extended Studies', sale of discounted passes for ACE, bicycle enclosures access database, and email list for marketing and annual surveys.

- Support Manager in recruiting and hiring of student staff.
- Trains and supervises student employees on day-to-day operations and delegates work as appropriate for individual skills. Checks completed work for accuracy and quality.
- Monitors and evaluates student staff progress by conducting annual performance reviews.
- Manages student assistants schedule and time cards for payroll.
- Performs cross-tabulations, calculations, compiles and evaluates survey data and generates report.
- Assists TS manager with grant development and reporting by providing supporting documentation on marketing activities, sale of transit passes, SmartPass Clipper distribution, outreach activities, etc.
- Assists manager in research and strategic planning for TDM and administrative initiatives, provides reports and documentation to TS Manager.

### **Knowledge, Skills, and Abilities**

- Understanding of TDM strategies designed to reach a university campus community
- Knowledge of marketing strategies and principles
- Ability to manage multiple projects simultaneously, while meeting deadlines, and consistently delivering high quality results
- Excellent computer skills with proficiency in Adobe Suite, ArcGIS, and Microsoft Office.
- Demonstrate capacity to work effectively and efficiently in a diverse University environment
- Ability to work independently with little supervision and maintain confidentiality and respect for work and the work environment
- Ability to analyze problems, and facilitate solutions
- Excellent verbal and written communication skills
- Knowledge of local and regional transit systems.
- Demonstrated knowledge of ArcGIS, Microsoft Office and Adobe Suite
- Maintain professionalism at all times while providing positive customer service to students, faculty and staff

### **Work Environment, Hours and Physical Demands**

- Examples:
  - This job operates in an office environment and routinely uses standard office equipment.
  - Work hours are Monday through Friday, 8:00 AM – 5:00 PM. Occasional evening and weekend work may be required as job duties demand.
  - Must be able to operate a computer, including a keyboard and mouse, and phone.
  - Must be able to occasionally lift or carry office or event products or supplies, up to 40 pounds.

### **Other Duties**

- This job description is not designed to cover or contain a comprehensive list of activities, duties or responsibilities that are required of the employee for this job. Activities, duties, or responsibilities may change at any time, with or without notice.

### **Required or Preferred Education and Experience**

- B.A./B.S. degree in a Social Sciences major: Urban & Regional Planning, Environmental Studies, Geography or other related disciplines
- Two or more years related experience and/or training; or equivalent combination of education and experience in TDM programs

### **Notes to Applicants**

All Associated Students employees must be fully vaccinated against COVID-19 no later than September 30, 2021, unless they are exempt from this requirement because an exemption has been granted based on a medical contraindication or sincerely held religious beliefs. Fully vaccinated

means that an individual has received all recommended doses of a COVID-19 vaccine that has received Emergency Use Authorization or full approval from the U.S. Food and Drug Administration (FDA) and that it has been at least two weeks since the final recommended dose.

The person holding this position is considered a mandated reporter under the California Child Abuse and Neglect Reporting Act and is required to comply with the requirements set forth in CSU Executive Order 1083 Revised July 21, 2017 as a condition of employment.

This position may be exposed to sensitive or personal information and is required to comply with the requirements set forth by the Integrated CSU Administrative Manual 8000 series and Associated Students Information Security Standards as a condition of employment.

A background check (including a criminal records check) must be completed satisfactorily after a conditional offer of employment. Failure to satisfactorily complete the background check may affect a conditional offer of employment.

### **Equal Employment Statement**

Associated Students provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws. A.S. provides reasonable accommodations for applicants with disabilities who self-disclose.

### **Applications**

Applicants must submit a complete application through the Associated Students applicant tracking system, ADP. Only complete applications will be considered.

### **Deadline**

The position will remain open until filled.

Click [here](#) to apply!