

Position Title: Assistant Director

Organization Name: Colorado Association of Transit Agencies (CASTA)

About CASTA

CASTA is Colorado's statewide trade association for transit providers, vendors, government agencies and other interested organizations. Our 120 members include over 70 transit agencies from across Colorado, ranging from large and small urban transit agencies to rural transit agencies. We promote development, operation and enhancement of safe and effective public transit and work closely with many different stakeholders including local, state, and federal legislators. We provide training for transit professionals, serve as CDOT's administrator for the Rural Transit Assistance Program (RTAP), and advocate for better public transit. CASTA is a small organization so all staff members are also expected to assist with a variety of organizational activities as part of job responsibilities.

Job Description

Responsibilities specific to this position include:

1. Membership Development

Development membership programs

- Cultivate and maintain excellent relationships with CASTA members and partner organizations.
- Cultivate relationships with prospective CASTA members.
- Manage and maintain TransitMarket program.
- Design and distribute exhibitors' information packets for Fall Conference EXPO.
- Design, promote, and sell sponsorship packages.
- Promote and sell advertising space on CASTA Connection quarterly newsletter and e-newsletter.
- Design appropriate signage for sponsored events.

2. Communications

Craft positive transit message for members, stakeholders and the public.

- Manage communications budget.
- Design and distribute e-newsletters as appropriate.
- Manage design and updating of CASTA website.
- Manage publication of quarterly newsletter.
- Design and distribute materials for special events.
- Provide articles as requested for publication.
- Develop and deploy strategy for social media presence.

3. Conferences & Events

Manage execution of two annual conferences and other training and membership events.

- Select sites and negotiate contracts for conferences and training sessions.
- Create and manage conference budget.
- Work with Executive Directors to plan conference content.
- Design, produce and mail conference brochures and other advertising pieces.
- Manage timelines for conference mailings, registration and event location specific requirements.
- Manage conference logistics.
- Plan and execute annual expo in conjunction with CASTA-CDOT fall transit conference.

4. Training

Identify training needs and schedule training as appropriate.

- Manage training budget.

- Manage scholarship program.
- In conjunction with ED, RTAP committee and CDOT, establish annual training calendar.
- Act as liaison to CDOT on training needs and the RTAP/Safety and Training Committee.
- Manage training contracts with national organizations and trainers as appropriate.
- Manage Defensive Driving training program
- Cultivate and maintain excellent relationships with transit trainers.
- Generate quarterly and annual reports on training program as required.
- Draft and deploy training survey(s) as required.

5. Operations

Oversee the day-to-day operations of the organization.

- Work in close collaboration with the Executive Directors to manage the day-to-day operations of the organization.
- Manage and train administrative assistant and contract employee(s).
- Contribute to the positive culture of the organization.
- Represent CASTA at conferences and meetings as appropriate.
- Adhere to ethical and legal standards
- Position requires minimum of two weeks in-state travel for annual conferences.

Qualifications

The qualified candidate will possess the following qualifications

- Bachelor's degree or 5 years commensurate experience
- Two years management experience (required)
- Two years event planning and management experience (required)
- Demonstrated ability to manage project budgets
- Ability to work independently and manage multiple projects and responsibilities
- Strong organizational and time management skills
- Ability to balance larger organizational considerations with daily work-load demands
- Strong analytical and reasoning abilities
- Excellent oral and written communication skills
- Excellent interpersonal skills
- Excellent attention to detail
- Strong work ethic
- Proficient with MS Office suite, Adobe InDesign, and database experience
- Positive attitude and excellent sense of humor

Salary and Benefits

Salary commensurate with experience.

Benefits: Medical, dental, and vision insurance, 2 weeks paid vacation, bus pass. Life insurance and SIMPLE IRA after 6 months.

Submit resume and cover letter with salary requirements via email to deeannam@coloradotransit.com or by FAX: 303-832-3053 **no later than February 6, 2012.**

Submissions of writing and design samples are encouraged.