

## Director of RIDE Solutions

The Roanoke Valley-Alleghany Regional Commission is seeking a energetic, passionate, and public-minded professional to serve as the Director of RIDE Solutions, the Commission's commuter assistance and active transportation program. As Director of RIDE Solutions, candidates will manage the multi-regional commuter assistance program applying creative marketing, public outreach, event management, and other strategies to educate and encourage drivers to switch from single-occupant vehicles (SOVs) to high-occupant vehicle modes (HOVs) such as transit, vanpool, bicycle, walking, and carpool. Successful candidates will show expertise in developing, deploying, and measuring successful behavior change marketing campaigns, working with diverse constituents and organizations to identify needs and develop appropriate services, and will demonstrate knowledge and enthusiasm for the ability of mobility and transportation choice to transform communities, neighborhoods, and individuals. Candidates should also be familiar with the ways that historical mode-specific investments have shaped the physical form of our communities and supported or limited the opportunities of diverse populations with those communities.

The Director of RIDE Solutions will be responsible for managing and growing the program capacity, including increasing the capacity of RIDE Solutions to deliver services in the realm of commuter services, mobility and safety. As a Director-level position within the Roanoke Valley-Alleghany Regional Commission, the Director of RIDE Solutions will also be responsible for setting and meeting the RIDE Solutions budget, managing and evaluating staff, including one direct staff report, participating in regional projects and planning efforts, increase the Commission's capacity to deliver relevant services to our local governments, and will be a responsible and knowledgeable representative of the Commission to the public and our stakeholders.

For a full job-description, please visit the home page of [rvarc.org](http://rvarc.org)

To apply: Interested professionals should email a resume, cover letter, and three professional references to [sdean@rvarc.org](mailto:sdean@rvarc.org) by Friday, July 9<sup>th</sup>. The position is open until filled, with the first round of review beginning Monday, July 12<sup>th</sup>. Please note that only electronic submittals will be accepted.