

MEADOWLANDS TRANSPORTATION BROKERAGE CORPORATION

Position Description

Position Title: Volunteer Driver Recruiter

Department: Operations & Customer Service

Reports to: Regional Manager

Coordination: Regional Managers and Customer Service Staff

Positions You Supervise Directly: None

THE PROGRAM

The growth in population of senior citizens in New Jersey mirrors the national trend, projecting a 60% increase by 2030. More seniors are living past an age that some experts consider safe to drive. Transportation services for this population have always been challenging and, for many, existing services are either too limited or too expensive.

Meadowlink's *Community Cars* program helps fill the gap between the free services provided by local governments and the more expensive services provided by private companies. Participants pay a \$15 annual fee that qualifies them for distance-based trip fees at \$1.00 per mile for trips under 10-miles and \$1.25 per mile for trips longer than 10-miles. Additionally all trips incur an initial pick up fee of \$2.50. There are no limitations on the nature of their trips. Discounts of up to 50% are offered for shared trips. The rides are provided by volunteer drivers using cars provided by Meadowlink.

THE ROLE OF THE POSITION

Drivers account for almost half of our operating costs and the success of the program hinges on recruiting enough volunteer drivers to meet this growing need. We have few active volunteer drivers. You will be responsible to recruit volunteer drivers and will undertake the following:

1. Meetings and events to recruit volunteers
 - a. Present the company, its program and the program needs to community members/businesses to increase participation in the volunteer driver program
 - b. Serve as the liaison between Meadowlink and organizations that have sources of volunteers. Develop and maintain relationships with their leaders and professionals in the position to assist in our search for volunteers

- c. Set up meeting/events at local churches and other places of worship to promote the program; conduct presentations and table events on weekends as necessary.
- d. Conduct meetings/presentations at other community focused organizations, but not limited to, libraries, Senior Centers, Rotary Clubs, VFWs, and Knights of Columbus Clubs

2. Marketing & Outreach

- a. Distribute flyers/program brochures to churches, local communities, libraries, town centers, etc. to promote the program.
- b. Coordinate with local churches to include information in their bulletins, posting boards etc.
- c. Distribute information at local town events/fairs
- d. Drafting PSAs and press releases for local newspapers
- e. Establishing website links with municipalities and other local agencies to help market our programs.

3. Reporting and documentation

- a. Document the results of each event attended
- b. Submit monthly report of progress and results

You will work with other members of the Meadowlink team to enhance the quality of life of our riders through transportation solutions. To that end you will commit to delivering what you promise with respect, integrity, and a smile; to build an extraordinary team of professionals dedicated to innovation, reliability and results; and finally making our community a better place to live and work.

DESIRED OUTCOMES OR RESULTS (Key Performance Indicators or KPIs):

- 1. Number of flyers and brochures distributed
- 2. Number of organizations contacted
- 3. Number of events/meeting conducted
- 4. Number of new volunteers recruited

EDUCATION, KNOWLEDGE AND SKILLS REQUIRED OR DESIRABLE:

EDUCATION

College degree preferred

WORK EXPERIENCE

- 1. Demonstrable experience of working with faith based organizations or recruiting volunteers
- 2. Ability to effectively communicate with current and potential new volunteers
- 3. Organize and host events to market our programs and services to different communities

ORGANIZATIONAL SKILLS AND KNOWLEDGE

1. Excellent organization and project management skills
2. Excellent communications skills, both oral and written
3. Clean, presentable appearance
4. Reliable, good work ethic and high integrity

SALARY AND COMPENSATION LEVEL

Competitive compensation commensurate with experience and qualifications

Contact Information: Please email your CV and cover letter to hr@ezride.org; or fax: (201) 939-2630.