



Women In Trucking's mission is to encourage the employment of women in the trucking industry, promote their accomplishments, and minimize obstacles faced by women working in the trucking industry.

Director of Driver Engagement

Primary Roles:

Driver Ambassador Program coordinator
Driver Member Recruitment & Engagement
Image Team Management
Girl Scout event coordinator

Reports to: President

Salary range \$70,000 to \$80,000 with competitive benefits.

Primary Function

The Director of Driver Engagement is responsible for researching, developing, and implementing effective strategies for recruiting, engaging and retaining driver members of WIT.

Performance Responsibilities – Essential Functions (Other duties may be assigned)

- Work in collaboration with, and as a strategic partner to the Vice President; to develop and implement short and long-term recruitment strategies, and programs that align with WIT's strategic plans, goals, objectives, and budget.
- Collaborates with Staff, Committees, and Task Force groups, to discover new ideas and programs.
- Create, implement, and perform onboarding to help new driver members to learn all the tools and resources available to them.
- Create, implement, and perform retention tactics to foster a value-added service to our driver members.
- Work with WIT's Driver Ambassador(s) to encourage women to consider a career in trucking and to recruit female drivers to join the association
 - Attend and participate in relevant truck shows, conferences, and WIT events. Network through industry contacts, association memberships, trade groups, and employees.
 - Manage logistics of WIT's participation in various events.
- Maintain and stay abreast of knowledge of industry to support driver members.
- Ability to work independently in a results-oriented work environment with a virtual team.
- Work with staff to maintain presence on social media.

Qualifications

To perform this job successfully, an individual must be able to perform each essential function satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Bachelor's degree preferred or equivalent work experience.
- Trucking industry knowledge and experience preferred.
- Excellent communication skills and etiquette; ability to speak, read and write English. Spanish a plus.

Travel

Travel is required 4-7 times annually including trade shows, conferences, and WIT events.

Competencies:

To perform the job successfully, an individual should demonstrate and/or possess the following competencies:

- Knowledge and experience in driver recruitment and retention strategies.
- Results driven mindset.
- Understanding of social media strategies and trends to attract drivers.
- Confidentiality.
- Personal effectiveness, credibility, and ethical conduct.
- Strong problem-solving skills.
- Time management skills.
- Strategic thinker.
- Ability to speak and write clearly and concisely.
- Ability to prioritize and manage multiple tasks.
- Excellent attention to detail and strong decision-making skills.
- Ability to analyze, research, and interpret data.
- Excellent project management and presentation skills.
- Stellar customer service skills.
- Ability to work effectively in a fully remote work environment.

Please send resume and salary requirements to President@womenintrucking.org.

Applications accepted until February 17, 2023.