



Job Description

# Manager, TMA Operations and Engagement

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A Better City  
Boston, MA  
*May 2026*

## ORGANIZATIONAL OVERVIEW

A Better City is a non-profit organization that represents a multi-sector group of nearly 130 business leaders united around a common vision: to create a more vibrant, competitive, sustainable, and equitable city and region for all. Our mission is to engage the Greater Boston business community and civic institutions in developing solutions and influencing policy through research and collaboration on transportation, climate, and land use issues.

Additionally, A Better City operates two Transportation Management Associations (TMAs) in the Boston area to help reduce the number of drive-alone commuters, minimize vehicle emissions, and improve access to transportation options. Key initiatives include our baseline programs—Guaranteed Ride Home, commuter subsidy, and rewards—plus our bespoke efforts designed to meet each member where they are. The TMAs also assist members in meeting the requirements of the Massachusetts Department of Environmental Protection (DEP) Rideshare Regulation, as well as the City of Boston's Transportation Access Plan Agreements (TAPA).

Located at the top of Beacon Hill, A Better City is led by our President and CEO, Kate Dineen, and a full-time staff of 10. Additional information about ABC is available at [www.abettercity.org](http://www.abettercity.org).

## POSITION OVERVIEW

The Manager, TMA Operations and Engagement will be responsible for the day-to-day operations of two Transportation Management Associations (TMAs)—the A Better City TMA and Allston-Brighton TMA—which are operated by A Better City and collectively serve more than 80 member organizations.

The Manager, TMA Operations and Engagement will manage commuter services and programming through GoMassCommute, our ride matching and program delivery software platform, and also support the Transportation Demand Management (TDM) Director with a new transit connector shuttle service for Allston Brighton. The Manager, TMA Operations and Engagement will be responsible for member recruitment and relations management, which includes encouraging and tracking of TDM impacts, development and execution of member engagement strategies, and maintenance through Salesforce, our customer relationship management system.



The Manager, TMA Operations and Engagement will report to the TDM Director of A Better City. The bulleted items below represent the typical tasks that this role handles on a regular basis. The successful candidate will be joining a small and nimble team with a focus on real TDM impact in a dynamic mobility landscape. In addition to the items listed here, other duties may be assigned from time to time, as appropriate.

## POSITION RESPONSIBILITIES

### MEMBER RELATIONS MANAGEMENT

- Lead and execute TMA member engagement strategy, which includes: organizing/leading quarterly member meetings; individual goal setting and workplan check-ins with Employer Transportation Coordinators (ETCs); promoting TMA programming throughout the year; developing systems to measure and encourage member participation in TMA programs and TDM initiatives; and developing an ETC engagement program with support from the TDM Director;
- Lead onboarding and training sessions for members and ETCs to set up their accounts on the commuter engagement platform, GoMassCommute;
- Lead and execute member retention strategy to maximize renewals and manage attrition;
- Maintain and expand our customer relationship management system on Salesforce to track member engagement;
- Periodically survey membership to gauge satisfaction and to determine ways to increase TMA program participation;
- Support TDM Director in membership development efforts by executing recruitment presentations, outreach and communications to current and future members;
- Maintain regular reporting cadence to share measurable TDM outcomes with membership and identify opportunities to increase our shared impact; and
- Track transportation programs and employee/tenant/resident benefits of members.

### TMA OPERATIONS & PROGRAM MANAGEMENT

- Oversee TMA accounts receivable, annual dues billing, and financial matters regarding TMA programming;
- Develop Employer based transportation strategies and programs with support from the Transportation Policy & Data Manager;
- Track goals and monitor the overall success of member and commuter engagement in programs;
- Provide operational support for commuter programming to Transportation Policy & Data Manager;
- Develop and implement recommendations to improve operations and engagement, and address any issues;
- Develop & test new models for program delivery with a focus on fiscal responsibility; and
- Assist in TDM research and grant opportunities with support from ABC.



## OUTREACH AND MARKETING

- Spearhead communications with members, which includes writing the bi-weekly TMA member newsletter and working with the Transportation Policy & Data Manager to create flyers, brochures, blog posts and more for relevant member needs;
- Support members with relevant and timely onsite events;
- Work with TDM Director on shuttle-specific outreach, marketing, and rider surveys;
- Develop, execute, and oversee TMA social media strategy; and
- Support execution of digital communications strategy associated with ABC publications; and broader initiatives.

## QUALIFICATIONS

- 3-5 years of relevant experience in project management, stakeholder engagement, CRM;
- Bachelor's degree preferred;
- Professional written and verbal communication style and comfort speaking with an array of stakeholders, including C-suite executives and elected officials;
- Superior attention to detail and excellent organizational, project management, and interpersonal skills;
- Ability to take initiative, solve problems, and manage competing priorities in a fast-paced environment;
- Collaborative, flexible and readily adaptable to changing needs, circumstances, and business goals;
- Proficient with Salesforce, Microsoft Office Suite, Adobe, Canva, Twitter, FB, IG, and LinkedIn;
- Passion for A Better City's mission, and;
- Commitment to diversity, equity, and inclusion.

## SALARY & BENEFITS

The base salary for the position is \$70,000; actual salary will reflect experience and qualifications. A Better City offers a competitive salary and a robust benefits package that includes:

- Health insurance (60% employer paid for individual or family plan)
- Dental insurance (60% employer paid for individual or family plan)
- 401k retirement plan with \$2,500/year employer match
- Employer-paid life insurance, short-term disability and long-term disability insurance
- Competitive vacation/holiday/sick/personal time policy
- Historic Beacon Hill office building, 3-4 days per week in office with some hybrid flexibility

## APPLICATION PROCESS

Interested candidates are invited to apply by sending a resume and cover letter to [Careers@abettercity.org](mailto:Careers@abettercity.org). Your cover letter should detail how your professional experiences and expertise are relevant to this position. Resumes will be reviewed on a rolling basis. Applicants are strongly encouraged to submit their resumes immediately, and priority will be given to those received before Friday, May 22nd.

*ABC is an equal opportunity employer.*