

A Day in the Life of Tenille, Senior Outreach Specialist



"Transit lets me make a positive impact on the communities we serve."

As a Senior Outreach Specialist...

Tenille leads initiatives to help people discover transit alternatives and supports her team in changing the travel habits of the communities they serve.

Motivations



Mission-driven work



Predictable work schedule



AM:

Tenille starts each day reviewing leads, kicking off outreach, and checking in with her team.



PM:

Throughout the day, Tenille keeps her team aligned with goals, assigns leads, prepares for events or meetings, and always sets up for the next day before logging out.



What Tenille loves about a career in transit:

Tenille is motivated by connecting with customers to find the right travel options, and she values Metro Transit's personalized, people-focused approach.



Learn more about APTA's
National Transit Career Day



National Transit Career Day

Recruiting the Future Transit Workforce: Find Your “Why”

1

Understand Motivations

What is the future employee looking for in a role?



Mission-driven work



Technical skills development



Professional development opportunities



Predictable work schedule

2

Match Skillset to Disciplines

Transit supports any and all skillsets and motivations!

- Customer Service
- Data Science
- Engineering
- Finance & Accounting
- Human Resources
- Information Technology
- Marketing & Communications
- Operations & Planning
- Project Management
- Safety & Security
- ... and more

3

Showcase Employers

Transit organizations span across sectors

- Government Agencies
- Academia
- Consulting
- Manufacturers
- Nonprofits
- Research
- Suppliers
- ... and more

4

Start Your Engines

Use diverse outreach methods to recruit

- Career Fairs/Trades Outreach
- Digital Advertising
- Employee Advocacy/Interaction
- Peer Mentoring
- Networking
- Incentive Recruitment
- Internship Programs
- Temp-to-Full Time Programs
- ...how do you recruit?



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