



CENTRAL TEXAS REGIONAL
MOBILITY AUTHORITY

**POSITION DESCRIPTION:
DIRECTOR, COMMUNICATIONS**

<u>POSITION TITLE:</u>	Director, Communications
<u>REPORTS TO:</u>	Executive Director
<u>SUPERVISES:</u>	Senior Communications/Marketing Specialist
<u>FLSA EXEMPTION STATUS:</u>	Exempt
<u>NEW OR UPDATED:</u>	Updated
<u>LAST UPDATE:</u>	May 12, 2022
<u>SALARY:</u>	Up to \$175,000 - Commensurate with experience

SUMMARY OF PURPOSE:

The Director of Communications manages and coordinates all of the CTRMA's communications activities, including: media relations; community relations and outreach activities; public relations; and advertising/marketing.

ESSENTIAL FUNCTIONS:

1. Effectively manages the agency's communications and communications research activities, including any outsourced activities/contracts.
2. Effectively manages the agency's advertising and marketing activities, including any outsourced activities/contracts.
3. Works closely with Operations to effectively manage customer communications.
4. Effectively manages the agency's web site development, web site editing and graphic design activities, including any outsourced activities/contracts.

5. Effectively manages the agency's development of printed and collateral material, including any outsourced activities/contracts; collaborates inter-governmentally, as necessary, in the development and production of printed/collateral material.
6. Responds effectively and in a timely manner to media requests for interviews; serves as an informed and credible media spokesperson; coordinates requests for interviews of staff/consultants and ensures staff/consultants are adequately prepared to respond to media questions
7. Ensures timely and effective response to media inquiries for information; gathers facts and writes press releases.
8. Responds effectively and in a timely manner to inquiries from the public in person, via telephone or in written form via email or regular mail
9. Effectively manages the agency's public involvement program in coordination with the staff of the General Engineering Consultant (GEC) and its sub consultants; ensures the public involvement program effectively serves the needs of the community
10. Effectively manages Communications department staff and contractors; ensures that Communications staff members perform, at a minimum, at the "meets expectations" level; ensures that staff members receive ongoing and regular performance feedback.
11. Works proactively with other government agencies, the businesses community, and non-profit groups to coordinate communications and marketing-related activities.
12. Effectively manages the information technology and audio-visual needs of the agency including the development of presentations and videos; ensures the adequate set-up, function, and operation of audio-video equipment for agency meetings and events.
13. Oversees the collection and retention of news clippings and other historical materials produced by or about the agency.
14. Schedules and effectively manages community meetings and events.
15. Manages budget in an effective, efficient manner
16. Performs other duties as requested or required.

POSITION REQUIREMENTS:

1. Bachelor's degree in Communications, Marketing, Advertising or related field.
2. 10-15 years of experience in a variety of Communications role(s).
3. A minimum of 5 years experience in a communications leadership role, preferably in a State agency or other not-for-profit organization.
4. Exceptional written and verbal communication skills, including effective public speaking and on-camera skills.
5. Strong, broad-based knowledge of transportation construction and tolling.
6. Excellent strategic management and project management skills.
7. Skills in collaborating with internal and external resources.
8. Proficient in MS Word, Outlook, Excel and PowerPoint.
9. Accredited Public Relations (APR) professional designation is helpful.
10. Experience with any/all of the following is helpful: Adobe Creative Suite, website editing; and video editing.

PHYSICAL/MENTAL REQUIREMENTS:

1. Uses personal computer approximately 4-5 hours per day.
2. Uses telephone and email to communicate with consultants, contractors, media, the public and co-workers, approximately 5-6 hours per day.
3. Sits approximately 6-8 hours per day.
4. Occasionally lifts boxes of marketing materials up to 50 lbs.
5. Occasionally moves and lifts the CTRMA's booth equipment/supplies (up to 50 lbs.) for participation in conferences and other external events.
6. Visits construction sites occasionally; moves about various construction sites to review projects.

The purpose of this position description is to serve as a general summary and overview of the major duties and responsibilities of the job. It is not intended to represent the entirety of the job nor is it intended to be all-inclusive. Therefore, the position may be required or requested to perform for the CTRMA other work duties not specifically listed herein.

Management reserves the right to modify, defer or rescind this position description at any time, with or without prior notice.

APPLICATION REQUIREMENTS:

To apply, please send a cover letter and resume to:

Central Texas Regional Mobility Authority
Attention: Dee Anne Vickery
3300 N IH-35, Suite 300
Austin, TX 78705
Fax: 512-996-9784
Email: dvickery@ctrma.org

This position will remain open until filled.