



CENTRAL TEXAS REGIONAL
MOBILITY AUTHORITY

POSITION DESCRIPTION: COMMUNICATIONS SPECIALIST

<u>POSITION TITLE:</u>	Communications Specialist
<u>REPORTS TO:</u>	Communications Manager
<u>SUPERVISES:</u>	None
<u>FLSA EXEMPTION STATUS:</u>	Exempt
<u>NEW OR UPDATED:</u>	Updated
<u>LAST UPDATE:</u>	December 2019

SUMMARY OF PURPOSE:

Works under the direction of the Director of External Affairs and is responsible for assisting the department with public relations, public information, government affairs, community outreach, website design and maintenance, graphic design, media relations and all other agency communications. The Communications Specialist will represent the agency to the general public, exercise independent judgment and initiative in executing essential functions/task/work.

ESSENTIAL FUNCTIONS:

1. Assists with general public information writing duties including press releases, newsletters, project fact sheets, statistical reports, PowerPoint presentations, public service announcements, and other public information materials.
2. Manages the design of project collateral materials including project displays, fact sheets, brochures, newsletters, and maps.
3. Manages logistics for special events including public meetings and hearings, open houses, groundbreakings, ribbon cuttings, and project tours.
4. Coordinates public outreach and community involvement activities for the agency's environmental and project development studies with the General Engineering Consultants, contractual consultants and partner agencies.
5. Assists with the development of responses to issues and requests for information emanating from the public.
6. Manages project and agency website design, statistical analysis and reporting, and monthly maintenance.
7. Takes digital photographs for photo galleries and project records.
8. Monitors and distributes daily newspapers and clip stories related to the agency.
9. Works closely with the Communications staff and partner agencies to ensure consistency, clarity and effectiveness of messages.
10. Manages and produces agency presentation materials.

11. Functions as liaison with media for all media requests for the agency and agency staff.
12. Performs other general duties as assigned.

POSITION REQUIREMENTS:

1. Bachelor's degree in Communication Studies, Public Relations, English, or related degree; along with a minimum of 4 years of experience of professional experience.
2. Excellent writing and proofreading skills; and strong verbal communication skills required.
3. Ability to work in a team environment and to work independently.
4. Knowledge of Public Involvement, Public Relations as well as Communications tools and techniques.
5. Some knowledge of transportation construction and tolling is helpful.
6. Proficient in MS Word, Outlook, Excel and PowerPoint.
7. Experience working on a Mac is preferred.
8. Experience with any/all of the following is helpful: Adobe Creative Suite, website editing; and video editing.
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PHYSICAL/MENTAL REQUIREMENTS:

1. Uses personal computer approximately 6-7 hours per day.
2. Uses telephone and email to communicate with consultants, contractors, media, the public and co-workers, approximately 6-7 hours per day.
3. Sits approximately 4-5 hours per day.
4. Spends work time traveling to meetings and attending meetings outside the Mobility Authority offices, primarily in the Austin metropolitan area.
5. 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 resumé to:

Central Texas Regional Mobility Authority
Attention: Mary Temple
3300 N IH-35, Suite 300
Austin, TX 78705
Fax: 512-996-9784
Email: mtemple@ctrma.org

This position will remain open until filled.